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# 1. LONG - TERM STRATEGY



# 1. LONG - TERM STRATEGY

The targeted range and the specificity of the artistic programme of 2023 Eleusis aims to **enhance the self-confidence, pride and joy of creativity in the residents, to strengthen the sense of community, and create - imperceptibly - a constellation of artistic hubs at Elefsina** - a humble *Industry of the Arts* in this geographical latitude, just 21 km from Athens. This will be achieved through a) selected actions to highlight, strengthen, encourage, support the local potential of the region, (b) Art, Cultural Heritage, Research and Culture, c) initiatives / actions with a direct impact on the daily life of the city, as well as d) the excellent cultural infrastructures that the city can offer to creators. ECoC will transform Elefsina to an attractive cultural and artistic destination both for creators (offering conditions capable of competing with requirements corresponding to the metropolis) as well as for the audience itself.

Thus, this artistic programme, which has been deliberately and consciously called *Mysteries of Transition*, will lead Elefsina hand in hand away from the prevailing public perception of a “dark and gray” city that deserves simply for someone to “pass it by”, to the next phase, that undeniably Elefsina worthy, to be included in the cultural map, at regional, national and international level. This is something that can be ensured through a cooperative, exceptional, non-exclusive cultural sector, which turns the city into a happy and thriving cultural destination, inevitably worth a visit to see or create.

## 2023 ELEUSIS ECOC SEEKS THROUGH THE LEGACY PROGRAMMES:

1. To strengthen the sense of identity, belonging, community among citizens, encouraging them to “dive” as a society into their rich collective memory and bring it to light so that it can be shared (**Invisible Map, STALKER, Voices of Elefsina**),
2. To encourage and stimulate interdisciplinary dialogue in the fields of culture, science, technology and society (**Performing**

**Arts Initiator - Narrative Archaeology, ΕΛΕΥΣΙΣ Innovation by 2023 Eleusis, Free University of Elefsina- IN SITU**),

3. To transform the city into a regional centre for cultural education and creativity through models of innovative actions, offering residencies, training and practical learning programmes, platforms and networks connecting with other cities of similar dynamics, at national and international level (**Capacity Building and Applied Innovation Centre**), **U(R)TOPIAS Academy of Choreography, Culture 2030 Meeting, Visual Arts Initiator**),

4. To expand the possibility of utilising public spaces in attractive and unpredictable ways designed to invite to a common use process all the different communities that have experienced migration, offering their experiences to the culture of everyday experience (**SYNIKISMOI - A FESTIVAL**),

5. To the development of a collective ecological awareness and the strengthening of the already high awareness for the environment (**Ecoculture Festival**),

6. To the strengthening and expansion of the cultural structures of the city (**Aeschylus Project, long-term cooperation with the Aeschylia Festival, Attiko School of Ancient Greek Drama, HerMA HUB: Fostering Communities**),

7. To the support for cultural collectives (**Cine-Eleusis: IN SITU realities**),

8. To contribute to the development of new infrastructures (**(Sacred\*) Sea Route, The ARK by TimeCircus, OASIS - former camping area, etc.**) or the strengthening of existing infrastructures (**Old Oil Mill, Old City Hall, Old Canteen, IRIS, Old Railway Station, Cine-Eleusis etc.**) which improve the quality of daily life of the inhabitants and make use of its advantageous location and uniqueness,

9. To promote the public space through multiple artistic uses - The city, as a theater of itself (**Nights of Slowness, Clock Tower Voices, Wall Poetry, etc.**).

**Annex 1** includes examples of influence from the actions of ECoC in relation to the general and specific strategic objectives, analysing how the activities of ECoC contribute to the Cultural Strategy of Elefsina (2016-2025). These examples of influence lead to a **LEGACY** of sustainable development, after the end of the ECoC year, **already looking for the appropriate model of sustainability and organisational structure**, to become the cradle of the activities of long-term cultural policy.



## 1.2 PROJECT EVALUATION

### A. MONITORING AND EVALUATION: CONTRIBUTION TO CULTURAL STRATEGY

The evaluation of the 2023 Eleusis project is carried out on two distinct levels: the first level is the evaluation of the general objectives of the ECoC, as set out in the 2023 Eleusis Bidbook. The second level includes the evaluation of the strategic objectives.

The Bidbook submitted by 2023 Eleusis in its candidacy set four general objectives. The monitoring and evaluation collected data on a number of indicators on these four general objectives, as outlined below.

#### **General Objective 1: The enhancement and further capitalization of cultural activities**

Despite the pandemic and the related severe restrictions on mobility and attendance of public events, 2023 Eleusis programme greatly enhanced the city's cultural activities. During 2021 and 2022, 2023 Eleusis programme included the continuation of established repeated activities (Culture 2030 Meeting, Light Graffiti, Night of Slowness, V.A. Initiator, Attiko School of Ancient Greek Drama) but also launched some more legacy projects, such as the EcoCulture Festival, Performing Arts Initiator - Narrative Archeology, Aeschylus Project, Escaladant Elefsina, Athens Open Air Film Festival etc. New sets of recurring events were also initiated because of social distancing during 2021 (such as Clock Tower Voices and Wall Poetry). Overall, the programme increased the offering of performing, visual, audiovisual and digital arts in the city.

#### **General Objective 2. Strengthening cultural infrastructures and capacity building in the field of arts**

Infrastructure development for the needs of the ECoC improved during 2021 and 2022, as efforts were made to start renovation work on two of the three flagship infrastructure projects included in the Bidbook (Iris, Old Oil Mill) and for the third one Eleourgiki was used as a pop-up theatre during Spring Forward 2022. Starting from 2020, an alternative strategy of developing smaller, previously inactive, infrastructures in Elefsina was also pursued. Thus, in 2021 a series of works carried out the renovation and activation of smaller spaces, such as the X-Bowling Art Centre, Old Municipality and the ΕΛΕΥΣΙΣ Innovation Lab by 2023 Eleusis. In the field of capacity and skill building in the field of arts, several actions and programmes took place during 2021 and 2022 (e.g. Atelier for Art & Production Managers, U(R)TOPIAS Academy of Choreography), while special emphasis was placed on strengthening the capacities of local communities, such as through the MYS-TIKIT Educational Suitcase, Free University IN SITU, HerMA Hub and the Youth Labs (LaborArtery).

#### **General Objective 3. The development of a sustainable urban economy**

The development of 2023 Eleusis events and actions have attracted many local actors and visitors and they have provided the city with an economic alternative, that of culture and creative economy. This new alternative lays down the foundations for transforming the post-industrial Elefsina to the Elef-

sina of creativity and culture, which could give a more sustainable character to the local economy. Although the small size of the local economy renders that difficult, there are signs that a number of local economic actors can materialize that new sustainable turn. A 2023 Eleusis legacy plan should also contain further actions that could promote and stabilize the path to a sustainable urban economy, through maintaining and further promoting established business networks, infrastructures and flows.

#### **General Objective 4. The integration of culture in the daily life of citizens, in the role of local communities, and in the functions of the Municipality of Elefsina.**

The active participation of the citizens of Elefsina and the local communities to the ECoC's events continued throughout 2021 and 2022, within the unavoidable restrictions imposed by the pandemic. A large part of the audience of the various events originated from Elefsina, while local associations have found their own place in the programme through actions and events such as RefuGe, Free Besieged, Symposia, HerMA Hub, Un autre Mystere etc. Additionally, the Municipality of Elefsina now has a more active involvement in the planning procedures of the ECoC, through the appointment of a special Deputy Mayor responsible for communication and coordination between the Municipality and the ECoC. Thus, the way is opened for the faster processing of Municipal decision-making concerning the ECoC, for better coordination on cultural infrastructure development, but also for the transfer of know-how on cultural programming and management from the ECoC to the Municipality of Elefsina.

### B. MONITORING AND EVALUATION: STRATEGY AND BASELINE

The research on the external impact of 2023 Eleusis has been assigned to a team of external experts who are based at Panteion University of Social and Political Sciences (Athens). The design of monitoring and evaluation methodology complies with the formal requirements and indicators that are commonly employed for the ECoC impact assessment across the cultural, social and economic realm. In particular, the monitoring and evaluation strategy of 2023 Eleusis targets five strategic objectives (second level):

1. Accessibility and cultural participation,
2. Cultural vibrancy and sustainability,
3. Local economy and tourism,
4. Governance and implementation process,
5. Image and perception of ECoC by the residents and the wider public.

80 indicators were selected that are representative of all the above objectives. The evaluation team uses both quantitative and qualitative methods during the evaluation of the ECoC. Quantitative techniques are appropriate for investigating large-scale phenomena and examining their characteristics, while qualitative methodologies are appropriate for investigating these characteristics in greater depth. Data collection methods include large scale surveys (for visitors and local residents), focus groups, interviews, participant observation, as well as analysis of secondary data from various sources. The analysis of this data will provide a comprehensive picture regarding changes in

cultural engagement, positive “spillovers” from cultural creativity to the city’s urban fabric and economic activities, contribution to major European goals and aspirations, such as multiculturalism and the celebration of our common cultural heritage, and the 2023 Eleusis legacy to local and regional cultural policy and development.

### Baseline study

A baseline study was implemented in 2020 that consisted mainly of a local population survey, visitors’ surveys, focus groups with residents, creative professionals and documents’ analysis.

#### From 2017 to 2021:

- A total number of 85 projects were implemented. These focused mainly on performing arts and visual (fine) arts, the activation of public space, public engagement and citizens’ participation.
- 38 projects dealt with aspects of multiculturalism.
- Over the course of 2021, the ECoC’s activities enabled 137 artists to participate in international projects.
- 45 local associations, societies and communities participated in the events carried out from 2017 to 2021. They covered a wide and diverse range of organizations of local society.
- Approximately 30,000 individuals attended the ECoC’s events, where 30% of them were visitors to the city.
- About half of the population surveyed had attended at least one ECoC event during 2019. Attendance was significantly higher for those holding a university degree and for upper social class citizens.
- Almost 1 out of 2 respondents (46%) views cultural diversity as an advantage of European identity.
- In their vast majority (98.4%), local residents are aware that their city has been awarded the ECoC title for 2023.
- In total, 86% of respondents believe that the ECoC title is “somewhat positive” or ‘very positive’ for the city, 60% is confident that the title will create long-term benefits while 28.6% believe that it might have a positive long-term impact.

Some interesting statistic information of 2023 Eleusis (2017-2021):

85

Total number of implemented projects

580

Artists involved in co-creation

20,470

Participants in the events and activities

962

Beneficiaries of capacity building programmes

76

Partnerships in Greece

47

Partnerships worldwide

Over 2.5M

People reached through media

The projects implemented during 2022 are under evaluation and the evaluation report will be published in March 2023, more than 43 projects are being implemented. One of our main goals was to continue our legacy programmes such as Culture 2030 Meeting, Synikismo: A Festival, and to introduce the legacy projects that were impossible to implement before because of social distancing such as the EcoCulture Festival and the Aeschylus Project.

### Final Evaluation

In 2024, 2023 Eleusis will present the study of the final evaluation. The final evaluation will include the data collected from the measurement of the 62 indicators and their detailed analysis as described in the table of indicators and their description. You may find more information about the indicators in the following link: [https://2023eleusis.eu/wp-content/uploads/2022/11/monitoring-and-evaluation-process-summary\\_Nov2022\\_edVA.pdf](https://2023eleusis.eu/wp-content/uploads/2022/11/monitoring-and-evaluation-process-summary_Nov2022_edVA.pdf)

### Evaluation and Monitoring Milestones #Update

- the 2nd mid-term evaluation, March 2023
- the final evaluation, March 2023



# 2. PROGRAMME



## 2. PROGRAMME

### 2.1 THE ARTISTIC VISION AND PROGRAMME - MILESTONES

Approaching the beginning of the title year, our programme is now fully developed and we are now in a fast-paced implementation phase of the projects that create this **cultural mosaic** of 2023 Eleusis, presented in the attached programme book. Our official **full programme of 2023 Eleusis** will be announced during the media conference on 13th December 2022, to the general public, the wide national and international media circle, as well as the network of European Capitals of Culture.

- **Opening Ceremony:** The development and design is completed and we are in the final stages of contracting. The conceptual foundation of the Opening Ceremony lays on two principles: Processions and Verticality (the Axis Mundi), or otherwise, the Upper World and the Underworld. Multiple small-scale and large-scale festivities, bound together by music and the participation and inclusion of local population and communities, will light up the city, activating a wide range of areas and special characteristics of Elefsina. A large participatory celebration for the city of Elefsina.

- **Closing Ceremony:** The concept and the strategic implementation of the Closing Ceremony is finalised. The Closing Ceremony marks the inauguration/launching of the Legacy project **Mystery\_23 Cine Eleusis: IN SITU** realities, a Documentary Festival. Its main venue will be the fully restored emblematic cinema of the city, named Cine Eleusis, recently purchased by the Municipality (one of the 12 old cinemas, all now closed, that used to thrive in the area a few decades ago). Moreover, the Closing Ceremony will proudly include the presentation of the new documentary film by Filippos Koutsaftis "The Eleusinians".

- **Flagship Events:** Developed the Flagship Events described in the bid book as well as in the 2nd Monitoring Report. We are closely working with the artists (Romeo Castellucci, Katerina Gregos, Sasha Waltz & Jochen Sandig, Main Music Event, artists of the SYNIKISMOI - A Festival section/programme) in securing the success for these exciting and engaging projects that are an amalgam of different artistic actions and activities with their own distinct features. Their notional assemblage spans the title year, creating fascinating and unforgettable moments and summarising/presenting concepts inextricably linked to the city of Elefsina. The Flagship Events constitute key gestures in the dramaturgy of the "Mysteries of Transition" conception, constituting fundamental fragments/joints of the artistic program. Further information on our Flagship events and their details can be found in the **Annex 2.1**.

- **Flagship Projects:** The first part of **Mystery\_29 Elefsina - Raw Museum** by Erato Koutsoudaki - the flagship project of the People I Society axis - opened with great success three months before the start of the title year at the Benaki Museum in Athens, a satellite exhibition that works as a conceptual introduction to the city of Elefsina and its remarkable history. A strategic decision taken for the dissemination of the ECoC project within the public sphere of the country's capital, Athens. The second part of the exhibition will open in December 2022 in Elefsina, creating this bridge of communication with the metropolis and inviting

new audiences to get to know the mysteries and stories of this particular city. The flagship project for the Environment axis is **Mystery\_99 The ARK** by Timecirucs - the Belgian collective has already started its journey since May 2022, walking the distance by foot from Antwerp to Elefsina (the longest ever pilgrimage in the 4000 years history of the city) and will arrive in the Opening Ceremony on the 4th of February 2023, having already passed through our sister ECoCs Veszprem and Timisoara, bringing warm messages. Additionally, **Mystery\_111 Eleusis Terracotta Army** by Juan Sandoval - the Flagship project of the Labor axis - is now fully developed and currently in the contracting phase, inaugurating the newly established space IRIS.

- Ensuring the **artistic quality** has always been of exceptional importance to the design and implementation of our artistic programme. The artistic programme unravels through a plethora of different projects, each of which presents unique features that enhance the identity of "Mysteries of Transition". **Prominent artists and actions** further reinforce the multidimensionality of the artistic programme while injecting their experience and established artistic practice in different occasions throughout the title year. Further information on prominent artists and projects that will leave their mark in the title year can be found in the **Annex 2.2**.

- We have successfully ensured the **variety of the artistic programme** by including and introducing a plethora of different art forms and practices. More specifically our programme includes **17 different art categories**, enhancing its multidimensionality and uniqueness. Having as a core priority the European dimension principle of the programme, it is important to mention that **137 international and 192 Greek stakeholders** are involved in our cultural 2023 Programme, raising our total number of collaborations, promoting the internationality of the ECoC project and introducing the new extroverted identity of Elefsina.

- **90% of our Legacy projects** have already been implemented, marking a significant success for the overall embracement of the programme by the public and the city of Elefsina, working on the direction of ensuring the continuity (e.g. EΛEYΣIΣ Innovation Lab by 2023 Eleusis, U(R)TOPIAS Academy of Choreography, Culture 2030 Meeting, Visual Arts Initiator, Ecoculture Festival etc.). The remaining ones are in the final stages of contracting.

- Special attention has been paid to the **Environment** axis of the programme, a subject/notion that is inextricably linked with the challenges that the city of Elefsina is facing. We started the long awaited discussion on the Environmental issues of the area by launching the **Ecoculture Festival** - a legacy project - that actively involves local stakeholders, scientists, activists and cultural professionals. The festival activated for the first time the abandoned area of Oasis - former campsite, giving back a newly transformed, accessible and inviting green open space to the city. Moreover, **The ARK/The Landship** is successfully spreading the message of environmental awareness and climate change criticality. Their long journey aspires to be a comment on the 21st century of recession, climate change and careless consumption of natural resources, and an action of encouragement, strength, hope and participation of all European citizens. Additionally, educational activities for children in the framework of EΛEYΣIΣ Innovation Lab by 2023 Eleusis, as well as panel discussions, meetings and parallel small-scale activities to the aforementioned projects had an additional impact on the discussion the 17 SDGs. Our 2023

programme further delves into the multidimensional nature of environmental topics and it has been one of our goals to create a dramaturgy that further explores the need to discuss, learn and apply good practices environment-wise.

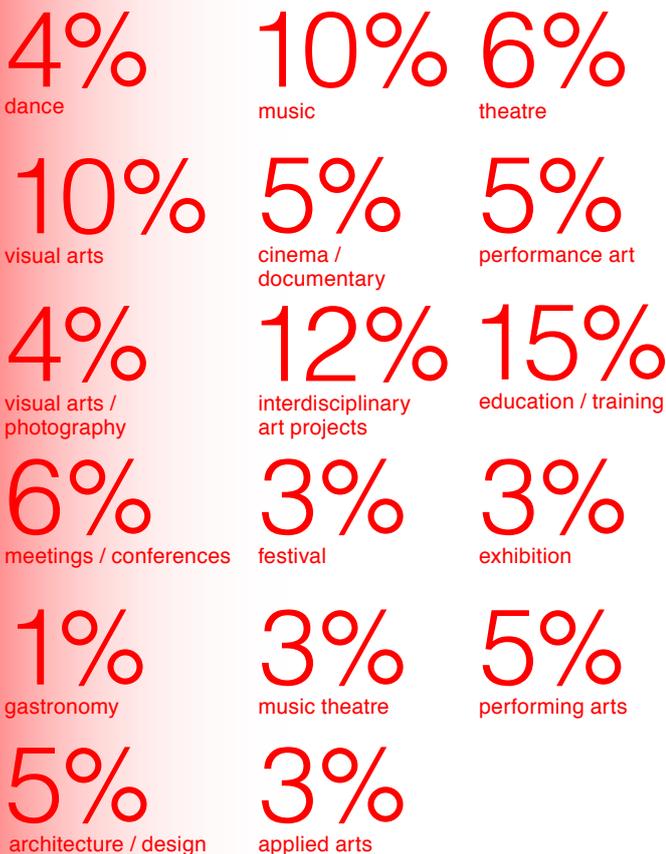
- Following the successful development of our **Capacity Building and Applied Innovation Centre** programme, several of its projects are already in the implementation phase following our close collaboration with the Ministry of Culture through the European Recovery Fund.

- Focusing on the integration plan for the **neighbouring cities of the Western Attica Region**. As a result of our fruitful collaboration with the neighbouring municipalities, we have secured our synergies with them and a number of projects are implemented and presented in their respective regions opening a direct and ongoing dialogue between Elefsina and the nearby areas (e.g. **Mystery\_183 Apotheri (AfterSummer Dinner)** in the municipality of Megara, **Mystery\_67 Amoli** in the municipality of Aspropyrgos). All of our capacity building programmes are open not only to our practitioners but also to artists and cultural operators based on all neighborhood municipalities. **Mystery\_168 Mobile Solar Cinema** will pass through the neighborhood cities, spreading the environmental message that concerns renewable energy, sustainable cinema, and green technologies in the framework of EcoCulture Festival. Finally, **Mystery\_111 Eleusis Terracotta Army** will include workers from the Aspropyrgos factories.

## THE PROGRAMME: MYSTERIES OF TRANSITION

### THE 130 MYSTERIES

Our programme consists of a total number of 130 projects which include different actions within.



A list of all projects included in our programme for 2023, an analysis on how they are related to the bid-book, as well as timetable, budget, partners involved, their current status in terms of preparation, relevance in terms of European dimension, is further presented in the **Annex 2.3**.

## ALONG THREE AXES: PEOPLE | SOCIETY, ENVIRONMENT, LABOUR

### PEOPLE | SOCIETY

The first axis spans the evolution of society from Antiquity to the present in order to connect the strange with the familiar, to discover hidden aspects, memories and elements of cultural diversity. The thematic axis PEOPLE | SOCIETY focuses on the way that European society is shaped and the ways in which we interact with each other. The flagship project of this axis is **Mystery\_29 Elefsina - Raw Museum curated by Erato Koutsoudaki** - an exhibition that traces the mosaics that constitute the “Elefsina” phenomenon, aiming to showcase fragments from its present and past. It attempts to interpret the city as an exhibit, as the first of a series of projects and initiatives that will follow the same thematic direction throughout 2023.

### ENVIRONMENT

The second axis focuses on the Environment, sustainability and wellbeing, seeking new ways to take ownership of the city, and focusing on the need to redefine our relationship with nature and the environment as a prerequisite for sustainable development. The flagship project stemming from the ENVIRONMENT axis is **Mystery\_99 The ARK by The Timecircus** - a Belgian collective from Antwerp that traverses Europe with a land ship (Landship) that moves only with human strength power. After their arrival, Timecircus will focus on the construction of THE ARK, a place of Eternal Youth and Culture that is going to function as a cultural hub for the city, activating Machu Picchu – Old Kilns, a new open space in the city.

### LABOUR

The thematic axis of the artistic programme titled Labour explores the past, present and future of work, the common European challenges of precariousness and the cultivation of a model of a contemporary sustainable economy, focusing on the innovative interconnection of art with fields such as industry, science, technology and social innovation. Thus, it addresses this important feature of European cultural heritage, industry, which has been the basis of Europe’s development in the last few centuries. The thematic axis creates synergies between artists and businesses in various sectors as well as between artists and scientists, through different concepts and programmes. The flagship project of the LABOUR axis is **Mystery\_111 Eleusis Terracotta Army by Juan Sandoval** - the aim of the project is to create an ephemeral monument dedicated to the people who work in Elefsina, and to include themselves in this monument.

### PEOPLE / participation, engagement / COMMUNITY

Elefsina as an ECoC becomes the theatre of itself, engaging, including and supporting local communities and collectives. The inhabitants of a city, from the full range of origin, language and habits, constitute the prominent dramatic staff

(dramatis personae), “the personage” of the overall dramaturgy, of the overall work! Through a stable and coherent collaboration with locals, and especially in terms of actions that create unique and interesting conditions for coexistence (symposia, picnics, programmes for children, casual meetings), we have created a background for cooperation with the local community, but also a condition of use of inactive spaces (Oasis - former campsite), in harmony with the goals of our programme. By activating the public space, people are taking back the city of Elefsina.

The involvement of the city’s teenagers and youth plays an important role in activating Elefsina as a whole. A series of

educational programmes were created for the student community in the Municipality of Elefsina and the wider region, while local folklore associations also play a key role in a multitude of inclusive and participatory activities by 2023 Eleusis. The artistic programme is spread throughout the city, embracing its neighborhoods and the places where the most vulnerable groups are located. Its development strategy for the engagement of socially vulnerable groups is based on the principles of social inclusion, accessibility, representation, facilitation and non-discrimination. Various artistic projects address socio-political issues with the aim of strengthening social cohesion and solidarity, as well as combating inequalities.

## 2.2 ANALYSIS OF THE PROGRAMME BASED ON THE CRITERIA OF ITS EUROPEAN DIMENSION

### PROMOTING EUROPE’S CULTURAL DIVERSITY, DIALOGUE AND GREATER MUTUAL UNDERSTANDING BETWEEN EUROPEAN CITIZENS

Through original, specially designed, interdisciplinary research projects, which are fed back into the **dialogue between cultures** on the occasion of their artistic oeuvre, but also others that utilise the tools of oral history and folklore research, the Programme seeks to highlight the components of cultural diversity that are inscribed in the history of the city—and which are therefore a treasure trove of Europe’s diverse cultural heritage—but also to promote dialogue between people and mutual understanding through the identification of common components and contemporary European issues, as identified by the inhabitants themselves.

Indicative projects:

- **Memory as a City** ^ (e.g. Mystery\_32 OPEN ELEUSIS – One documentary film, many histories, Mystery\_30 The invisible map) focuses on in-depth search for the specific components and conditions that compose the mosaic of the history of the city and its population, indirectly offering a methodology for mapping and understanding other people. In addition, it applies alternative interactive ways to visit and experience places, landmarks and stories/events of the city.

- Through long-term programmes, such as **RefuGe** ^ (e.g. Mystery\_13 I\_left, I\_left Asia Minor, I\_left Pontus), we focus on the currently critical refugee issue in Europe, on raising social awareness among young people, while shedding light on common components of European cultural heritage, the creation of European nation-states and migration.

- **SYNIKISMOI – A Festival** ^ (e.g. Mystery\_38 Music from the inside, Mystery\_142 Grurë Edhe Lepsina Bëri) includes site and people-specific participatory actions of all art forms, acti-

vating different locations and neighborhoods of the city, with the involvement of the local folklore associations, as well as other collectives and communities.

- **Le Quotidien** ^ (e.g. Mystery\_49 Symposia, Mystery\_51 Bread (A to Z) ) highlights and develops informal forms of culture, closely related to daily life activities, such as food and local music traditions, building in this way means of communication between different communities while utilising public spaces in attractive and unpredictable ways.

### REINFORCING THE COMMON ASPECTS OF EUROPEAN CULTURES, CULTURAL HERITAGE AND HISTORY, AS WELL AS EUROPEAN INTEGRATION AND CONTEMPORARY EUROPEAN ISSUES

All of the Programme’s themes and sections approach the aspects of the cultural heritage of Elefsina and Greece, from a different perspective. Long-term projects or ephemeral actions, which highlight the character of the city or reveal something of its present, a historical or mythical self, finding convergences with relevant aspects of other European cultures.

Indicative projects:

- In **Ordinary Mysteries** ^ (e.g. Mystery\_2 Clock Tower Voices, Mystery\_5 Wall Poetry, Mystery\_62 Nuits de lenteur. A propos du Temps, Mystery\_38 Music from the inside), through in-situ performances, readings and international treasures of literature, we connect with our European counterparts, exchanging fragments of culture.

- The international group exhibition **Mystery\_3 Elefsina mon amour** will take into account the historical past, which has been instrumental in defining the current identity of the city. Though many artworks will take their cue from the locality of Elefsina,

their meaning and significance will relate to wider contemporary social and geo-political issues and processes. As a post-industrial case study, Elefsina is an ideal place for examining some of the major global processes and critical issues of our time: from economic restructuring, and transformations in industrial production and work, to environmental questions, migration, citizenship, human rights, and cultural identity.

- **AESCHYLUS project** ^ unravels the issues of ancient drama that form the basis of contemporary theatre in Europe, but also the reasoning around the issues of politics, ethics, philosophy and the world through the creation of links between international and national artists (e.g. Mystery\_35 Aeschylus project -The Furies, Salamina will bring death to the women's sons, Iannis Xenakis: Oresteia)

- **Mystery\_20 Performing Arts Initiator - Narrative Archaeology**, an interdisciplinary research and representational project, explores ways to highlight the interactivity of archaeological sites with the intervention of Performing Arts

- **City Mysteries** ^ (e.g. Mystery\_19 Visual Arts Initiator III - But don't tell anyone, Mystery\_105 Retrospective on Installation Art), highlights components of the present, the history, the conflicts and the images of the city, as well as its special features, in dialogue with their European counterparts through discreet "cording" of components around the city and original site-specific artworks of all kinds.

- **Art Industry** ^ (e.g. Mystery 84\_Panigiri (st.George's Feast), Mystery\_182 Sunday's ADVENT, Mystery\_139 Alienation), artistic production enters the inactive industries, leaving the field free for artistic search and research around the past and the life of these industries, as important factors of economy and influence while finding mutual ground on contemporary issues that affect a plethora of communities around the world.

- **Ecoculture Festival** ^ (Mystery\_124 Ecoculture Dialogues, Mystery\_149 Transition to a Climate Neutral Future, Mystery\_167 AV Restart) explores and highlights the diversity of European nature through projects related to individual environmental ecosystems and discusses the ways in which we should manage our raw materials and our wider intervention in the environment.

## PROMOTING EUROPEAN ARTISTS, COLLABORATING WITH ORGANISATIONS OR CITIES IN VARIOUS COUNTRIES, INCLUDING CITIES BEARING THE TITLE

### Collaboration with European and International artists, cultural professionals and, scientists.

- **137 European and international stakeholders** are part of our artistic programme from **more than 30 countries** such as Serbia, USA, Austria, UK, Italy, France, Czech Republic, Croatia, Denmark, Spain, Lithuania, Germany, Sweden, Romania, Hungary, Ireland, Netherlands, Colombia, Portugal, Belgium, Poland, Cyprus and Japan. Most of our international partners were moti-

vated to collaborate with a local partner for administration, production and community needs.

- Active participation of internationally renowned international artists and curators such as **Romeo Castellucci, Heiner Goebbels, Sasha Waltz & Jochen Sandig, Theodor Currentzis, Katerina Gregos, Eleni Karaindrou and Nikita Milivojević** are further reinforcing the dramaturgy of our programme.

- Our Legacy Projects had a strong European dimension right from the start, due to the participation of professionals and artists from various European countries - giving priority to other ECoCs or candidate ECoCs such as hosting speakers, mentors and best practices during **Culture 2030 Meeting, EcoCulture Festival, Capacity Building and Innovation Centre, SYNIKI-SMOI - A Festival, Visual Arts Initiator, Aeschylus Project, U(R)TOPIAS Academy of Choreography etc.**

- One of our main goals since the beginning has been the development of emerging artists of different disciplines and the connections with the international scene. Working towards this goal, we have designed the following three legacy projects: **Mystery\_19 Visual Arts Initiator** (started 2018) an international residency programme for visual artists that 2023 version will be curated by the Polish curator Joanna Warsza and will be implemented in collaboration with the Museum of Contemporary Art of Vojvodina (Novi Sad). **Mystery\_20 Performing Arts Initiator - Narrative Archaeology** (started 2021) a research and performing arts residency led by the Italian curator Gemma Hansson Carbone. In addition, during **Mystery\_59 U(R)TOPIAS Academy of Choreography** (started 2021) a number of international mentors are guiding and consulting young choreographers.

- **Internationalisation of existing institutions:** participation of more European artists in the Aeschylia Festival through the support of 2023 Eleusis (e.g. **Josef Nadj** (2021), **TG Stan** (2022), **Humanhood** (2023); more international students and mentors in Attiko School of Ancient Drama etc.

- **Collaboration with EU Japan Fest:** 2 projects have been presented in **Spring Forward 2022, Magnetic Dance** (residency – April 2022 | Presentation Digital Days – October 2023), **When the wind blows** (Mariko Hori | open call – Presentation: Eco-Culture Festival 2023 – September 2023) and finalising the applications for a few more projects and exchange collaborations for 2023.

### Collaboration with European networks and ECoC cities:

- **Stable cooperation with European cultural networks**, with an emphasis on areas of special interest such as performing arts, circus, environmental issues, Balkan artistic scene, cultural policy, innovation etc. with an emphasis on strengthening our relationship with these targeted European networks and organisations, such as the International Network for Contemporary Performing Arts (IETM) for IETM Campus (2019), with United Cities & Local Governments (UCLG) and Culture Action Europe (CAE) for the Pilot Cities programmes and hosting **Mystery\_79 Beyond the obvious conference 2023**, with the Aerowaves platform for hosting **Mystery\_25 Spring Forward 2022**, with The Festival Academy for the implementation of the Atelier for Greek Festival Managers (2019), the Atelier for Art & Production Managers (2021) and the **Mystery\_45 Atelier Elefsina 2023** (2023), with Circostrada and Teatroskop for the implementation of the workshops and meetings that will be implemented during **Mystery\_57 Escaladant & Revisiting the landscapes** (2023), On the Move for the coordination of the capacity building programme **Mystery\_58 Capital Connections**.

- **Participation in ECoCs' initiatives:** organising ECoC Family Meeting in Elefsina (June 2022) and participating in ECoC Family Meeting in Veszprem (September 2022); participation in the **ECoC Volunteer Coordinators Network** aiming to exchange methodological tools and good practices for volunteering in the field of culture; participation in **ECoC Sustainability & Culture Network**, aiming to create a Resource Centre for Sustainable Culture through the exchange of strategies, policies and good practices from ECoCs and their external partners; **International Relations Coordinators Meeting**, a monthly meeting to exchange good practices, failures, exchange programmes, possible open calls or/and possible common projects' opportunities, common practices etc.

- **We are actively connected with other ECoC cities, creating long-term relations** that will not terminate at the end of 2023. Some indicative examples are the following: hosting female DJs from other ECoCs to our Opening Ceremony; collaboration between **EΛEVSIZ Innovation Lab and Matera Open Design School** implementing methodologies on the problem solving concerning the creative industries-term; collaboration with Novi Sad ECoC 2022 and National Theatre of Novi Sad (SRB) for the co-production of Nikita Milivojevic's "Persians" under the framework of Aeschylus Project; presenting **Mystery\_60 metamorphoSEA** under the framework of the Creative Europe project Ulysses that Oulu 2026 is also participating; **Mystery\_61 Vonk** is under discussions with Leeuwarden 2018 legacy organisation and Bodo 2024 etc.

- **Collaboration with ECoC sister cities:** our partnerships with **Timisoara 2023 and Veszprem 2023** are progressing successfully. Some indicative examples are the following: **Mystery\_99 The ARK** has passed through Veszprem (September 2022) and Timisoara (October 2022) bringing their message in our Opening Ceremony; co-producing **Mystery\_57 Escaladant & Revisiting the landscapes** in all three cities with different focuses/approaches, exchanging our experiences through this process; creating different exchange formats of local artists, local cultural operators, local associations during different festivals, gastronomy events, conferences, meetings, workshops, training programmes, residencies that are hosted in all three cities, contributing to possible future partnership maintenance between the three countries.

- **Culture Next Network:** being one of the founding members and member of the BoD of Culture Next Network that is supporting 23 European cities to manage their cultural planning, implementation and legacy in a manner that is more sustainable, no matter whether the cities are awarded the ECoC title or not. Conferences, internal mobility programmes, thematic working groups on cultural issues, a cities guide for cultural strategies, a joint Cities Fund for Culture and a policy task force are some of the network's outcomes.

## INVOLVING LOCAL ARTISTS AND ORGANISATIONS IN THE DESIGN AND IMPLEMENTATION OF THE ARTISTIC PROGRAMME

At a national level, the Programme actively involves both emerging and established artists, creating synergies that introduce contemporary issues to the public through arts and culture. Their involvement has been one of the foundational principles in the final shape and form of our programme and

what it incorporates. At a local level, the Programme supports actions and initiatives that focus on the culture of everyday life, the city's celebrations, involving residents, local cultural potential and cultural collectives and communities in the implementation, with **more than 30 being actually designed and implemented by local artists and companies/groups**.

### Participation in projects

Local population and residents participate in the design and implementation of participatory projects such as:

**Mystery\_49 Symposia**, **Mystery\_9 HerMA HUB: Fostering Communities**, **Mystery\_13 I\_left, I\_left Asia Minor, I\_left Pontos**, **Mystery\_100 Sacred Songs**, **Mystery\_66 Voices in the city**, **Mystery\_37 Voices of Elefsina** and many more.

### Involvement of local artists

**Music Mysteries** ^ strengthens local production companies and music groups through the organisation of concerts as well the creation of original music with local musicians. In addition, **Down-town Creatives** ^ creates a dialogue between local creative professionals and promotes their artistic practice and research. Our **Capacity Building and Applied Innovation Centre** ^ is developed and designed for both local potential and professionals coming from various sectors with a focus on the creative and cultural strand.

### Inhabitants as mentors

A methodology that has been used by our team since the beginning, and has proudly developed as an organic part of our artistic vision is the close collaboration of artists with local communities, groups and individuals for the creation of a two-way insight and know-how exchange, ultimately incorporating a large part of the community in our programme.

In response to the need of the local artistic community for a space of expression, the Old Railway Station has been transformed into a **Community Center**, a meeting place for local artists, as well as the base of a Community radio. The initiative will be run by Culterra (**Mystery\_66 Voices in the city**), the local youth group that emerged by the ECoC ramp years programme, who are carrying out a bottom-up mapping of the emerging cultural potential of the city and are planning events and actions accordingly.

## COMBINING LOCAL LEGACY AND TRADITIONAL FORMS OF ART WITH NEW, INNOVATIVE AND EXPERIMENTAL FORMS OF CULTURAL EXPRESSION

Innovation in a constant creative dialogue with tradition is a common component in almost all sub-programmes of the thematic axis **LABOUR**. Following our previous milestones, we have developed the **Applied Innovation** ^ programme, including the [state of the art] equipment plan and the programming of the **EΛEVSIZ Innovation Lab by 2023 Eleusis**; The lab offers several innovative educational and capacity building programmes for all age groups. Having had a great kick-off in May with the **Mystery\_64 Print your City children's workshop**, which created 3d printed benches out of plastic waste, we now continue with workshops for **all 1st grade students in the area**, **Mystery\_54 Mobile Lab**, and will gradually continue with adults and professionals.

Continuing with the creative industries and crafts programmes, **Downtown Creatives** ^ combine traditional art forms and crafts (weaving, ceramics and pottery) with new, innovative and experimental forms of production and artistic expression. Traditional weaving and folklore patterns meet contemporary fashion, upcycling and digital embroidery; contemporary designers produce exclusive high-end products inspired by local tradition, while local ceramic artists or pottery professionals combine their craft with clay 3d printing.

In addition the **Ecoculture Festival** ^, aligned with the principles of the New European Bauhaus, introduces an amalgamation of traditional participatory practices related to promotion of eco-sensible production and agriculture and harvest preservation among others: More specifically, **Mystery\_41 Design Campus** invites professionals and inhabitants to work together in order to create a Sustainable Urban Development Centre at the OASIS former camping site, through the creative synthesis of the expertise of spatial planning professionals (architects, urban planners) with the lived experiences and contemporary needs of the residents of the city of Elefsina. The first step for an inclusive and sustainable legacy for future generations has been taken with the successful application of the European project HERITACT-HERITAGE ACTIVATION THROUGH ENGAGING EXPERIENCES TOWARDS SUSTAINABLE DEVELOPMENT within the framework of the Europe Framework Programme (HORIZON 2022), with the participation of 15 partners from all around Europe.

Lastly, **Digital days**^, a three-week festival in October 2023, presents cross-disciplinary artworks that redefine the relation between the viewer / spectator and the artwork / action.

\* For a better overview of the projects implemented so far, please see the **Monitoring and Evaluation Section**, p.05

During this extremely challenging period for Europe and while witnessing the tragic news of war in Ukraine, it is imperative to find ways to support people and artists that suffer the consequences of war. Some actions 2023 Eleusis is already taking or will take during the year 2023 are:

- Collection and purchase of basic goods for the Ukrainian families hosted at the refugee centre in Elefsina.
- Involvement of Ukrainian artists in open calls already held or to be held such as Atelier Elefsina 2023, VA Initiator 2023.
- Presentation and communication of good practices and challenges in cultural heritage issues in war zones such as Ukraine during the HerMA Hub Conference.
- Discussion within the Culture Next Network (of which we are one of the founding members) on the possible support of Ukrainian artists through the Cities Fund project for the year 2023.



# 3. CAPACITY TO DELIVER



### 3. CAPACITY TO DELIVER

#### 3.1 STRATEGIC PARTNERSHIPS ON INFRASTRUCTURE ISSUES

The preparation of the city, in order to host and organise the planned artistic events, in combination with the general aesthetic and functional upgrading of the existing cultural infrastructure, requires and involves the utilisation - with corresponding interventions - of various properties and sites, each of which can be summarised as follows.

(Please advise the following Annexes)

**Annex 3.1\_Infrastructure 2023 Eleusis - List of Projects**

**Annex 3.2\_Infrastructure 2023 Eleusis - Photos** <https://www.dropbox.com/scl/fo/prqd305rwn46ytuf87wu2/h?dl=0&rlkey=oov3bwmbxxzrgfy2igpg4o8kv>

#### INDOOR VENUES

##### 11. X-BOWLING ART CENTER (2023 ELEUSIS MULTI-PURPOSE SPACE)

(Project: NEW CONFIGURATION [design] of a new indoor multi-purpose space)

It is a private building - multi-space, which has been leased by the Municipality and has been granted for use by 2023 Eleusis. The building is used for hosting visual arts events, workshops, film screenings, conferences, etc. It is noted that the rental costs are covered by the Municipality and not by 2023 Eleusis (the directive of the ECoC Expert Panel on the non re-allocation of the budget to infrastructure costs was taken into account and is fully respected). It is the **first indoor multi-purpose cultural venue of the Municipality of Elefsina**. Since the day of its delivery, the space has already hosted all the projects of the 2023 Eleusis artistic programme that needed an indoor space, while also hosting the activities of other cultural organisations of both Elefsina and other neighboring areas by strengthening in this way the in-situ collaboration between ECoC and other cultural institutions or associations. More specifically, it serves a variety of artistic events as it is planned to operate in parallel with the other already-completed buildings.

**Artistic projects hosted:** Mystery 57\_ Climbing over Elefsina and Revisiting the landscapes of Elefsina, U(R)TOPIAS Academy of Choreography, Cultterra, Europe Day, Mystery 19\_ Initiation as Methodology: Visual Arts (V.A.) Initiator, Mystery 40\_ 10th Attica School of Ancient Drama, ECoC Family Meeting, Mystery 35\_ Aeschylus Project^: Klytaimnestra by tg STAN, Mystery 35\_ Aeschylus Project^: Persians, Mystery\_96 Kore, Mystery 20\_ Narrative Archeology, Mystery\_82 REBETIKO, Mystery\_153 The Notebooks of Anzel Kourtian, Violin Recital - Thrasio Plain Volunteers Association, DYPA Career Day, etc.

##### 12. 2023 ELEUSIS INNOVATION LAB (FAB LAB) AND POTTERY KILN

(Project: NEW CONFIGURATION - Formation of a new suitable space in a creative laboratory Fab Lab and Pottery Kiln)

2023 Eleusis in cooperation with the Municipality of Elefsina came to an agreement with Titan, one of the largest companies in Greece, as in this way artistic projects and events

related to the Cultural Development pillar are hosted within Titan's premises. A specific space has already been granted by TITAN to 2023 Eleusis until 31-12-2023. The venue is used as an Innovation Lab and covers some of the ECoC's spatial needs.

The required site preparation work has been completed by 2023 Eleusis and since May 2022 the space has hosted relevant events. (**Bidbook** project Fab Lab renamed Innovation Lab)

**Artistic projects hosted:** Europe Day, Mystery 64\_ Print your city, ECoC Family Meeting, etc.

##### 13. OLD CITY HALL OF ELEFSINA

(Project: RENOVATION of a two-storey building and its conversion into an information center, 2023 Eleusis signature shop, legacy centre and multipurpose room)

The building, which is owned by the Ministry of Culture and Sports, is leased by 2023 Eleusis until the end of the Company and has been granted for use to the Municipality until 2040. The renovation of the building was completed by 2023 Eleusis, covering the relevant expenditure from **sponsorship "in kind"** in May 2022. The building serves as the central point of administrative support of the event - **Info Point, Documentation, Press and Legacy Center** - while during the entitlement year it will also function as a **shop** of 2023 Eleusis signature objects. Since May 2022, artistic projects, visual arts exhibitions, seminars, educational activities, etc. have already been hosted, while its attendance **has exceeded all expectations, owing to its location, historical and architectural value**. The Ministry of Culture and Sports has expressed the intention to retrocede the building of the Old City Hall to the Municipality of Elefsina in the long term.

**Artistic projects hosted:** Europe Day, ECoC Family Meeting, Mystery 29\_ Elefsina - Raw Museum, Laboratory for the History of Eleusis, Mystery 20 | Narrative Archeology, Mystery\_77 Behind the Theater, etc.

##### 14. OLD RAILWAY STATION O.S.E. - MODERN MONUMENT OF THE CITY

(Project: RENOVATION a part of the building and its conversion into office space and multi-purpose outdoor space.)

The ground floor part of the **cultural heritage building** has been used as office space since the city's candidacy period. During the operation of the Company, maintenance, restoration and configuration works of the appropriate areas have been carried out. Since the beginning of 2022, when all the offices were moved to the main building (2023 Eleusis Headquarters), the available spaces have been used for hosting artists and a radio station within the framework of 2023 Eleusis, as well as for the headquarters of the newly established artistic group of Eleusinian young people "Cultterra". The Municipality of Elefsina has requested the lease of the space for at least ten more years and the catalyst for that was the ECoC and its activities by shedding light on this landmark, the old railway station of the city.

**Artistic projects hosted:** Mystery 55\_ Another Mystery by Julie Desprairies, Cultterra, Mystery 40\_ 10th Attic School of Ancient Drama, ECoC Family Meeting, Mystery 23\_ Cine-Eleusis: IN SITU realities, Mystery\_46 Modular Gardens, etc.

##### 15. OLD OIL MILL - OPEN THEATER AND SURROUNDING AREA

(Project: MAINTENANCE of the entire complex and new arrangements of main infrastructures)

For the utilization of this area, with the aim of carrying out

corresponding artistic and other events with the participation of the public, repair-upgrade works (stands, benches, shop, canteen, warehouses, sanitary facilities) were carried out by the Municipality in cooperation with the municipal cultural body K.E.D.E. (Public Benefit Enterprise of the Municipality, Legal Entity under Private Law). Projects of 2023 Eleusis were hosted in this area, from 2017 onwards. It will also be used in the **Opening Ceremony** for the reception of the officials and the conduct of V.I.P. speeches. In the Old Oil Mill, an **Artistic Souvenir Shop** has been built, which will be used as a support area in the context of 2023 ECoC.

**Artistic projects hosted:** Mystery 25 \_ Spring Forward 22, Mystery 57\_ Climbing over Elefsina and Revisiting the landscapes of Elefsina, Mystery 12\_ Elefsina + Revolution, ECoC Family Meeting, Mystery 23\_Cine-Eleusis: IN SITU realities, Mystery 35\_ Aeschylus Project^: Klytaimnestra by tg STAN, Mystery 35\_ Aeschylus Project^: Persians, Mystery 22\_Straw falling on concrete floors, Mystery 77\_ Behind the Theater, etc

#### 16. 2023 ELEUSIS HEADQUARTERS - OFFICES

(**Project:** RENOVATION of a three-storey building and its conversion into offices and multipurpose spaces)

Extension of the lease of the private property (Laskos str.), where the Headquarters of the Company are located in a **central part of the city**, with the addition of the ground floor and the 2nd floor. The utilization of all available areas of this property, which have already been configured for use as offices and as a **cultural hub**, was made possible after small-scale repairs by 2023 Eleusis. It is noted that the space is easily accessible to the public.

**Artistic projects hosted:** Mystery 19\_ Initiation as Methodology: Visual Arts (V.A.) Initiator, ECoC Family Meeting, Mystery 20 | Narrative Archeology etc.

#### 17. 2023 ELEUSIS - NEW OFFICES

(**Project:** RENOVATION of ground floor building and its conversion into office space)

Extension of office space and lease of new property. In the context of the development of the company and the recruitment of additional staff, the need for new office space was created. In conjunction with the Company's Head Office (2023 Eleusis Headquarters) and the Old City Hall, **a core of the European Capital of Culture has been created, almost in the heart of the city.**

#### 18. IRIS 1 & 2 HISTORIC BUILDINGS

(**Project:** RESTORATION of 2 historical buildings and their conversion into a multipurpose space and additional utilities area)

The restoration and renovation works of the buildings started at the end of 2021, with the prospect of their completion in the first semester of 2023, for their use as a venue for multiple events, small-scale theatrical productions, music concerts, visual arts events, etc. Iris is being transformed into an **area of which the physiognomy has changed decisively**, as the surrounding and previously abandoned working-class dwellings (public housing) were handed over with the contribution of the Municipality of Elefsina to their beneficiaries by O.A.E.D. Thus, one of the **most important infrastructures of the Bidbook** is being reconstructed in a totally upgraded area of Lower Elefsina (total **benefit** of the reconfiguration of this

area by the institution of ECoC - It acts as a **catalyst for positive developments**).

#### 19. OLD OIL MILL - 3 STONE WAREHOUSES

(**Project:** RESTORATION of 3 ground floor stone warehouses and their conversion into multi-purpose rooms)

These are three buildings now owned by the Ministry of Culture and Sports (after the purchase from the National Bank of Greece) and have been granted for use for the needs of the artistic events of 2023 Eleusis. For this development, repair and structural support works have been carried out since July 2022. The execution of the works has been undertaken in the context of a relevant sponsorship "in kind" by the National Bank of Greece, following the conclusion of a Memorandum of Cooperation between the Ministry of Culture and Sports, as well as the National Bank of Greece. The works are evolving very rapidly during these months and with the prospect of completion by the end of December 2022. It is noted that all the stone buildings will be used during the entitlement year to host artistic projects, large art exhibitions and other cultural events. It is considered to be of great importance that the property dealing between the Ministry of Culture and Sports and the National Bank of Greece for the Old Oil Mill was completed (purchase of the property by the Ministry of Culture and Sports, 10/2022), at which point **a significant area of the Old Oil Mill was transferred definitely to the Municipality of Elefsina**, as foreseen by the relevant implementing act, while in the remaining area (Property of the Ministry of Culture and Sports) the **new Archaeological Museum of Elefsina** will be located. (Long Term Planning). The **catalyst** for the aforementioned important developments was the institution of the 2023 Eleusis European Capital of Culture.

#### 110. OLD CANTEEN

(**Project:** RENOVATION of the building to a multipurpose space)

The building **was granted by the Land Service to the Municipality of Elefsina** for a period of 10 years and for its development it is planned to carry out renovation works for the financing of which a **sponsorship "in kind"** has been found, amounting to approximately 110,000 euros. The building, which was used extensively until 2019, after its renovation, will be used for hosting artistic activities on the coastal front, as well as a **cradle of culture, youth hub**, etc. and is expected to be ready for use in the very first months of 2023 (02/2023). It should be noted that this building and the surrounding area were transferred to the management of the Municipality of Elefsina with a recent law voted at the Greek Parliament. Furthermore, it is of high importance that the previous year (May 2021) three more extensive areas of the coastal front, which until recently constituted an area of responsibility of the Elefsina Port Authority with mainly port, commercial and industrial use, now considered as Municipal property following a law voted by the Greek Parliament (05/2021). Thus, the City acquires unimpeded access to the sea and can be upgraded appropriately. The building itself, moreover, with its renovation, will be a **Cultural Infrastructure Legacy for the City and its citizens.**

#### 111. CINE ELEUSIS (FORMER CINEMA)

(**Project:** RENOVATION of the building and its conversion into a multi-purpose space. Multi-purpose surrounding areas)

The building was purchased in September 2022 by the Municipality (at the amount of € 1,250,000, the procedure was delayed in the settlement phase by the seven heirs-owners and in the pre-contractual control phase), with the aim of using it as the most suitable indoor theatrical stage and as a multipurpose space for the events of 2023 Eleusis and for the needs of the Municipality of Elefsina in the future. For this building, a preliminary study has already been prepared for the necessary renovation-modernisation interventions and probable structural supports. The estimated expenditure amounts to approximately 900,000 euros and a major company in the region has already expressed the intention of undertaking the execution of the project through a **sponsorship “in kind”**. The works are scheduled to start by the end of 2022, with the prospect of their completion in the second semester of 2023, when it will be able to host the artistic programme of 2023 Eleusis (mainly for the Autumn-Winter 2023 events). It is worth noting that although this property was not included in the Bidbook, it passed into the ownership of the Municipality, following a proposal by 2023 Eleusis and constitutes a building **legacy of high cultural value**, as the Municipality of Elefsina acquired its first theatrical stage in an indoor space and one of the of the **most important cinemas in the history of the city** (the First Cinema that is included and thus registered at the Municipal property after the recent accomplishment of purchasing it).

## 112. ELEOURGIKI - MAIN HALL

(**Project:** RENOVATION of the main hall and its conversion into a multi-purpose space. Multi-purpose surrounding areas.)

The building of the former Eleourgiki is owned by PRC (Public Properties Company, Gr. E.T.A.D.). It was granted to the Municipality of Elefsina until 2040 and the Municipality concluded a program contract for the necessary repair and renovation with the Region of Attica, whereupon the latter undertook the execution of this infrastructure project. Since the tender for the project took place at the end of 2021 and the tender was ultimately fruitless, the renovation of the building for its full use in the events of 2023 Eleusis **as a renovated multi-space** will not be possible for 2023 (realistic approach of ECoC 2023 based on the previous European Recommendations). Nevertheless, some improvement works are being carried out by 2023 Eleusis in order to make it possible to use the areas of Eleourgiki for small-scale events following only limited site arrangement works. This project, costing 6,900,000 euros, will constitute a **Cultural Infrastructure Legacy in the City** (Bidbook) and it is considered important to secure additional resources from the Regional Administration of Attica (increase of the project budget), with the aim of reopening the tender, in order to increase the chances of attracting contractors at a key moment of appreciation of the materials market and challenges of the construction sector. It is noted that the existing venue is still in use and hosts successfully artistic projects and cultural events.

**Artistic projects hosted:** Mystery 25 \_ Spring Forward 22, Mystery 57\_ Climbing over Elefsina and Revisiting the landscapes of Elefsina, ECoC Family Meeting, Mystery 49\_Symbosia, etc

In addition to the previously mentioned, **buildings which have already been used** are:

- schools: multi functional halls and gym/activities halls
- public arenas

- athletic courts
- buildings of other municipal institutions
- L. Kanellopoulos Cultural Center of Elefsina
- Labour Center of Elefsina
- Skironeio Museum Polychronopoulos (Megara)
- Benaki Museum (Athens).

## OUTDOOR VENUES - OPEN AIR AREAS

As the narrative of the artistic programme presents the **city as an open stage**, many **open spaces** were included, each presenting a different **perspective and dynamic of the city**:

### 01. ARCHAEOLOGICAL SITE OF ELEUSIS, CHURCH OF AGIOS NIKOLAOS AND CITY CLOCK TOWER

The HMCS is carrying out works in the area of the archaeological site (renovations, restoration of the bell tower, etc.), and has already defined (both in terms of time and space) the works for the open-air museum and the new archaeological museum. Works on the historically significant bell tower are already underway, while, with regard to the City Clock Tower, following the promotion and integration of major city landmarks in **the framework of the artistic programme of the ECoC**, the Clock Tower secured its place in the catalogue of Greek modern monuments. According to Government Gazette 337/Δ/10.6.2021, **both the Clock Tower and the mobile mechanical equipment of the Clock were listed as modern monuments and added to the Cultural Heritage of Elefsina**.

**Artistic projects hosted:** Mystery 62\_Nights of Slowness – Discourses about Time, Mystery 2\_Clock Tower Voices, Mystery \_Open Air Film Festival, Mystery 81\_Fragments of the Silent, Europe Day, Mystery 19\_ Initiation as Methodology: Visual Arts (V.A.) Initiator, Mystery 20 \_ Narrative Archeology, Mystery 5\_Words on the walls, etc.

### 02. “OASIS”, THE FORMER CAMPSITE

“OASIS”, the former camping (activation as a landmark - park for the recreation of the citizens and the operation of a “lung” of greenery), has started the process of purchase by the National Bank of Greece, in accordance with an agreement for the purchase of the property by the Municipality of Elefsina at the price of approximately 1,070,000 euros. The “OASIS” was used after the relevant concession of the site by National Bank of Greece to 2023 Eleusis, in the context of ECOCULTURE FESTIVAL (2022) and received an extremely positive response from the public and mainly from the locals. The Municipality of Elefsina accelerates the actions for the development of the site holistically after this artistic action of the 2023 Eleusis European Capital of Culture (24-25/09/2022).

**Artistic projects hosted:** Mystery 46\_Modular Gardens, Mystery 38\_Music from the Inside, Mystery 49\_Symposium#2 - Pontos, etc.

### 03. Our “MACHU PICCHU”- Kaminia

The green area where the remains of kilns are preserved, is programmed to host eco-friendly structures which will be **new eco-cultural venues**. The wider area is owned by the

Municipality and is granted to the ECoC for use during the year of the title, starting with the artistic project *Mystery 99 \_ The Ark*. It's **one more public green space** (formerly neglected) which is being **activated** and given to the public, on the occasion of the artistic project of ECoC.

**Artistic projects (already & to be) hosted:** *Mystery 57\_ Climbing over Elefsina* and *Revisiting the landscapes of Elefsina, Mystery 99 \_ The Ark*, etc

In addition to the previously mentioned, **open spaces which have already been used** are:

- squares and streets all around the city,
- the diverse coastal front,
- Vlycha - “graveyard of ships”,
- the pier of the former American base,
- the “Dog Teeth”, a former quarry, etc.
- the rails of the former railway station
- farms in Elefsina and the neighbouring cities
- gardens of private properties, such as the Skironion Museum Polychronopoulos etc.

Furthermore, in the context of the **overall development of the city** and with a view to young people, 2023 Eleusis, with

the kind sponsorship of the “Onassis Foundation House” to the Municipality of Elefsina, is going to implement the **first skate-park** in the wider area, which will be transformed into a special **attraction for youth**.

Finally, it should be noted that in the context of Elefsina's preparation to welcome the leading institution of the European Capital of Culture, projects were launched by the Municipality, such as the **new configuration of the City Central Square** (Iroon Square which hadn't been reformed for many decades), the creation of bicycle paths and sidewalks for the enhancement of **urban mobility**, the **purchase and promotion of cultural heritage properties**, the improvement of network connectivity. Furthermore, one of the most important achievements of the Municipality of Elefsina, within the framework of the European Capital of Culture, is the **acquisition of property with Government Gazette Issues of three extensive coastal areas** that previously served port, commercial and industrial needs. Clearly, the concession of the three coastal front points to the Municipality, on the occasion of the ECoC23, is an extremely essential step for the city's own claims and planning with regards to its waterfront. The institution acts as a precipitator of major changes, which have been long-standing demands of the city and its people.

## 3.2 STRATEGIC PARTNERSHIPS ON INFRASTRUCTURE ISSUES

At this point, it is worth noting that 2023 Eleusis has signed a **Memorandum of Understanding (MoU)** with the **Elefsina Port Authority (EPA)**, with the aim of better cooperation in matters of location development on the coastal front under EPA jurisdiction, as well as the joint promotion of the innovative project entitled (Sacred\*) *Sea Route* which concerns the development of a new (Sacred\*) *Sea Route*, which will connect Elefsina with Piraeus by boats, which will carry out a specially designed marine tour and leisure programme. The *Sea-Route* will start from the city of Piraeus and will end at the historic city of Elefsina, through the archeological sites of the wider area. Passing through the Strait of Salamis where the historic naval battle took place, it will bear **its own historical imprint, uniting the Archaeological Site of Elefsina with other archaeological or historical sites in the 7 neighboring Municipalities** (Elefsina, Piraeus, Keratsini-Drapetsona, Perama, Salamina, Chaidari, Aspropyrgos). Thus, 2023 Eleusis, in collaboration with EPA, strengthens the interconnection and coupling of the Municipality of Elefsina with the aforementioned Municipalities (7 Municipalities - 1 Marine Way). The inauguration of the project will be at the Opening Ceremony.

Other corresponding Memorandums of Understanding (MoUs) have also been launched with other institutions in the city, such as the Ephorate of Antiquities of West Attica, in order to have mutual support for projects that promote the city's culture. **The Ephorate of Antiquities of West Attica**, as the competent management body of the Archaeological Site of Elefsina, intends to assist in the work of 2023 Eleusis, allowing the development of artistic or other activities of 2023 Eleusis within the Archaeological Site, as well as in other areas under its jurisdiction.

### CONNECTIVITY of Elefsina and Traffic Study

The city has a direct connection with Athens by urban and passing intercity buses, by the suburban railway and by city taxis. The connectivity of the city does not face any problems regarding the existence of connections, but mainly the density of routes during the 24-hour period. The Municipality cooperates with OASA. in order, during the year of the ECoC, to thicken the routes to and from Athens, so that the city is easily and quickly accessible to visitors, while 2023 Eleusis has included in its planning the implementation of a study investigating the need in relation to connectivity, combined transport, the alternative traffic network and the creation of a strategic parking area around the city, which can serve a large population attendance at major events. The above concerns the Study of Traffic Flows of the city in relation to the operation and action of 2023 Eleusis. This is the configuration of maps of the city following a relevant study in order to create a harmonious network of alternative movements of Municipal and Regional spatial framework. It is also of great importance that the Municipality has already incorporated in its strategy and purchased strategic open parking areas, thus facilitating the traffic management in the city during the year of the ECoC title, as well as in the long term.

It is worth noting that the Municipality has submitted a proposal for the financing of a study for the creation of charging stations for electric vehicles, while 2023 Eleusis has already proposed the establishment of rental / parking stations for public bicycles for internal travel in the city, which can admittedly serve visitors.

### 3.3 BEST PRACTICES & MILESTONE ACHIEVEMENTS

#### Best Practices

**#1 Co-operating with the educational & sport institutions of Elefsina (hosting artistic projects in arenas, gyms & school multipurpose halls).** Due to the lack of cultural infrastructure, ECoC has been using public buildings to host the projects. A city weakness has been transformed to an opportunity, since the ECoC approached the local community from the inside and succeeded in collaborating fruitfully for both sides. Creation of ephemeral spaces in existing sports facilities (indoor gyms, stadiums, multipurpose classrooms, etc.), by strengthening their equipment and infrastructure.

**#2 Inviting Artistic Teams (e.g. Time circus) to create cultural infrastructure in the framework of their artistic project.** After their arrival, Timecircus will focus on the construction of THE ARK, a place of Eternal Youth and Culture that is going to function as a cultural hub for the city, activating open spaces in the city.

**#3 Further activation of Public space** and implementation of artistic actions in urban, suburban, coastal and green spaces, spaces under intense use, as well as abandoned spaces. For example, Oasis, the former campsite, after the implementation of the EcoCulture Festival is visited everyday by families and it functions as a main green area by now.

**#4 Elefsina’s youth closer to us - Promotion of the Skate park development.** The fresh “Culterra” team, which has brought together the Elefsinian youngsters, work passionately in order to succeed in delivering their dream skate park.

**#5 Working with Universities (National, European & International) for the Urban Development of Elefsina.** Elefsina has always been a very interesting city to study, in terms of Urban Development, Architecture, Archaeology and Industrial Archaeology, thanks to the great variety it offers: Archaeological site, former industrial sites, great & diverse seafront. For that reason, Universities frequently contact with the Directory of Premises & Infrastructure in order to propose new solutions.

**#6 Engaging with Institutions regarding the preservation of the tangible & Intangible Heritage of Elefsina (Europa Nostra, ICOMOS, UNESCO etc.)** The Directory of Premises & Infrastructure has been working closely with the appropriate institutions and proceeds in developing application files for the promotion and integration of major city landmarks to be included in the catalogue of Greek modern monuments.

- Sponsorships** that have been secured are the following:
- **Titan Cement** concerning granting the building where **2023 Eleusis Innovation Lab** is housed. (completed)
  - **Metron S.A.** concerning the renovation of the **Old City Hall**. (completed)
  - **National Bank of Greece** concerning the renovation of **three stone warehouses in the Old Oil Mill** establishment. (in progress)
  - **Karpathios S.A.** concerning the renovation of the **Old Canteen**. (in progress)
  - **Hellenic Petroleum S.A.** concerning the reconstruction of the **Eleusis former cinema**. (in progress)

#### Major Milestones

- #1 Delivery of Flagship & Legacy Premises \_ Responsibility of various stakeholders as mentioned (2023 Eleusis, Municipality of Elefsina, Region of Attica etc)
- #2 Completion of City signage and venues (2nd phase) \_ Responsibility of 2023 Eleusis
- #3 Completion of Urban projects undertaken by the Municipality of Elefsina

#### Milestones #Update

- Renovation and reactivation of the old Canteen building: **In progress**
- Activation of outdoor space “Our Machu Picchu” – Kaminia: In progress: The Ark project is scheduled to be implemented, etc
- Restoration of the city’s Landmark Clock, within the Archaeological Site: **In progress**
- Activation of the old quarry Dogteeth as a cultural space: **In progress**
- Activation of common-use areas: In progress
- Improvement of existing cultural buildings in terms of infrastructure: **In progress**
- Activation of empty spaces of other use, and their transformation into spaces hosting cultural activity: **In progress**
- Public presentation of scientific studies concerning Elefsina: Scheduled to be delivered during the first semester of 2023

In conclusion, 2023 Eleusis is proud to admit that the **ECoC’s milestones have been achieved**, since most projects are already completed or in progress, and the **ECoC Tangible Legacy** for which both the 2023 Eleusis team and the Municipality of Elefsina have worked (and are still working) closely, will be undoubtedly rich.



# 4. OUTREACH



## 4. OUTREACH

A few months before the title year, the meetings with collectives with their parallel participation in the Artistic Programme have been intensified in order to inform them about the actions, their invitation to participate, to discuss and above all to listen to them, strengthening the confidence of the residents in the Institution. For this reason, the Directorate has recently been reinforced with two people, residents of Elefsina.

The Cultterra group (former Youth Labs), made up of teenagers and young people from the city and surrounding areas, with a vision for the city of Elefsina, set up in 2019 with the support, training and networking of the 2023 Eleusis European Capital of Culture, is now hosted at the Old Railway Station. There we created a new “space” for their voices to be heard, a common “space” for reflection and assertion, exchange of views and ideas from and for the young people of the Municipality.

Based at the Station and through a series of public events-interventions in the city, which take place as part of the action Mystery 66\_ Voices in the City, the members of the group highlight issues that concern them, showcases the work of young local artists while developing their skills, collaborations and self-confidence. Indicatively, we mention the mapping by the members of the group of young artists (professionals and non-professionals) of Elefsina and the wider area, which resulted in two large meetings at the Old Railway Station, as well as the first Pride parade in Elefsina under the “Pride Month”, to create a safe space for people belonging to the LGBTQI+ community, to shed light on the issues that concern them and to send meaningful messages to future generations.

Adolescents and young people from Elefsina had the opportunity to actively participate in the celebration of Europe Day, which took place for the first-time outside Athens in cooperation with the Office of the European Parliament and the European Commission in Greece. As part of the celebration, a painting exhibition was held with works by students from schools across the country on the theme “Peaceful Arcs” at the Old City Hall. This was the very first artistic exhibition being hosted in the renovated cultural venue.

In the framework of the action programme of Capacity Building and Applied Innovation Centre and in parallel with the Artistic Programme, which was enriched by the proposals of the Open Call, a series of educational programmes for formal and informal education created. The schools of the Municipality will have the opportunity to meet artists participating in our Programme. At the same time, a series of Educational Folders are being prepared by teachers with proposed educational actions, with the content of the central axes of our Artistic Pro-

gramme that students from all over Greece can implement. In addition, the MYSTIKIT-educational suitcase began its journey to the schools of Elefsina, continuing, in the coming months, to cities across Greece and to other European Capitals of Culture that have already expressed interest.

Collaboration remains ongoing with Greek Universities, such as the Athens University of Economics and Business and the Teacher Education Program, with a strong interest among the seniors of each academic year in Elefsina and the way in which the city is being transformed through the institution of the European Capital of Culture. In this context, our institution and the Municipality are collaborating with senior students to create projects through student proposals, regarding the infrastructure, culture and tourism product of our Municipality. Thus, a special event is organized at the end of the academic year in Elefsina, where the students’ work is presented.

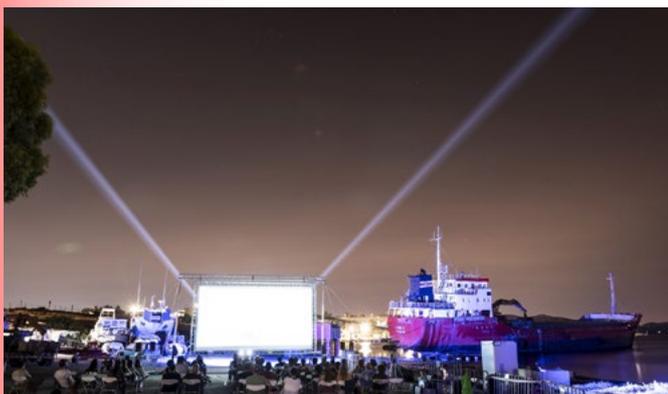
Significant progress has also been made in activating citizens and society, either by participating in actions as observers or as part of them, through Volunteering. Residents took part in the closing ceremony of Spring Forward in the performance Gran Bolero by the Spanish choreographer Jesus Rubio Gamo and in the performance Persians of Aeschylus, by Dimitris Karantzas. Through our artistic programme, citizens take part in the creation of the cultural strategy (Pilot Cities), co-write the History of their City (RAW Museum-OpenEleusis etc.).

The National and Local Associations have had and will have the opportunity to promote through artistic projects of ELEUSIS 2023 their material and intangible cultural legacy through the Symposia, site specific performances (I left Asia Minor, Music from the Houses etc.), showcasing the population mosaic of the city.

The entire artistic programme is distributed horizontally, spread all over the city, so that it can embrace the neighborhoods of the city and those places where the most vulnerable groups are located. The strategy for developing the programme to engage socially vulnerable groups is based on the principles of inclusion, accessibility, representation, facilitation and non-discrimination.

In collaboration with the Association of People with Disabilities of West Attica and educational structures of the wider region, actions and projects covering the range of arts, education-training and sports have been designed for People with Disabilities.

We support the participation of refugees in artistic and educational projects. For example, “Constructing Utopia”, where a group of teenage refugees together with teenagers from the city are designing the city of the future in the video game Minecraft. At the same time, we support refugee structures through the provision of basic necessities.



# 5. MANAGEMENT



## 5. MANAGEMENT

### 5.1 LEGISLATIVE REGULATIONS AND THE BOARD OF DIRECTORS (BOD)

#### Legal Structure: Major structural changes

**2016** Award of a title for the hospitality of the institution in Elefsina, year 2021 (11/11/2016).

**2017** The Municipal Societe Anonyme of the Capital of Culture of Elefsina with the distinctive title “ELEUSIS 2021”, based in Elefsina, Attica, was officially established on 25.04.2017 for the hospitality of the institution in the year 2021, although it has been operating unofficially since the result was announced. Its initial duration was set at five (5) years and would be automatically terminated on 27/04/2022 in accordance with its Articles of Association. The sole shareholder of the Company is the Municipality of Elefsina, while at the same time the Company is under the supervision of the Ministry of Interior, as it applies to all local self-government organisations. The selection for the establishment of a Municipal Societe Anonyme was the result of a decision voted by the Greek Parliament specifically for the ECoC in July 2016, following the previous Greek ECoC standards.

**2016-2019** In the context of achieving the purpose of the ECoC from 2017 to 2019, a total of seven key legislative regulations were achieved for the operation of the Company.

(2016: Approval of Recruitment of 5 Persons, Possibility of Subsidy of the ECoC, Approval of Recruitment of 20 Persons IDOX, 2018: Exemption from Subsidy Tax, 2019: Inclusion in the cultural sponsorship scheme, Exemption of Good Performance Guarantees for Artistic projects).

**2019** By decision of the Extraordinary General Meeting of the Shareholder dated 01/11/2019, changes were made concerning the Company’s Articles of Association at the level of harmonisation with the new Law on Societes Anonymes (Law 4548/2018); specifically, the title of the Company was changed to Municipal Single Member Societe Anonyme of the Capital of Culture of Elefsina with the distinctive title “ELEUSIS 2021”, and the commercial activity was added to the aims of the company, thanks to the multidimensional Artistic Programme and its special needs (e.g. shop), the execution of small maintenance or landscaping works in functional areas managed exclusively by the company (offices, small exhibition space, etc.), the financing of artistic or non-artistic activities (sports, social, etc.) and the financial support for associations, etc., in the context of the corporate social responsibility of the Company.

**2020** At the end of 2020, due to the health crisis caused by the outbreak of the coronavirus pandemic (COVID-19) and the suspension of many cultural activities across the EU and worldwide, the company applied to the European Commission at the end of 2020, for the extension of the designation of Elefsina as the European Capital of Culture for two (2) years. This request was accepted by the Decision of 23 December 2020

(2020/2229) of the European Parliament amending Decision 445/2014/EU and thus the title year was moved to 2023.

**2021** a) Amendment of the Articles of Association regarding the distinctive title of the company to “ELEUSIS 2023”, and the duration was set at seven (7) years in total, from 28/4/2017 to 27/4/2024, b) in addition, by Decision No 113/2021 of the Board of Directors, the strategic and economic evaluation of the planned actions was unanimously approved, in order to confirm the viability of the project, and in general the support of the Company in the formulation of a sustainable plan, which it will be able to secure the necessary funds for its financing, either through the State grant or through sponsorships or other sources as set out below. The Sustainability Study was approved by the Single Shareholder, c) Achievement of a new legislative regulation by the Ministry of Interior on increasing the number of recruitments from 20 to 28 people (Law 4807/2021- GG 96/11-06-2021).

**2022** With a view to the successful hosting of the institution, following a proposal by the Board of Directors, and with the support of the Municipality of Elefsina, the Interministerial Committee which was established to accelerate the implementation of the institution examined alternative ways to improve the existing legal structure of the company, in order to mitigate the existing rigidities of the current institutional framework. For this reason, it was deemed necessary to clarify the applicable legislative framework and thus the explicit exclusion of the entity from the provisions of Law 4270/2014 (A’ 143), except for those explicitly defined in the proposed provision. The Legislative Regulation was passed on 22/03/2022 by the Greek Parliament (Law 4915/2022-Government Gazette 63/A/24-03-2022).

#### Structure, composition and functioning of the Board of Directors:

The composition of the Board of Directors has changed several times over the years, however, from 2019 until today few but key changes have taken place, which facilitated the efforts to achieve the corporate purpose. Taking into account the EU evaluation reports, the current Board of Directors consists of:

a) notable personalities of culture, literature, science and arts (November 2019 and August 2022),

b) with the active participation of the Municipality of Elefsina, by the Mayor as Vice-President of 2023 Eleusis and by two more advisors of the majority with the aim of, succeeding in the better performance and supervision of the Company and, as well as sending the signal of a new start in the Company’s cooperation with the Municipality of Elefsina,

c) by the new CEO, Ms Soultana Spyropoulou (October 2021), in replacement of Ms Maria Panagidou’s voluntary resignation. The selection of Ms Spyropoulou was based, on the one hand, on her important and multifaceted career in the field of infrastructure and, on the other hand, on the strength of her personality (Annex 4.1), and finally d) by another new member with extensive experience in Local Government, as the representative of the Region of Attica. The above appointment was made very recently (29/07/2022), following a recommendation from the Attica Region and following the voluntary resignation of its former representative. It is crucial and quite important that Attica Region has its own representative in the synthesis

of the 2023 Eleusis BoD, thus participating in an active way (Annex 4.2).

Through the suggestions of the Executive Board and the respective decisions of the members, facilities were provided to the Company's operations and procedures, including strategic partnerships on infrastructure issues, finalisation and securing of funding sources from public bodies, Private Sponsorships as well as facilitation efforts through legislative regulations. The aim of all efforts is the faster and more timely implementation of the artistic programme and its financial support.

Indicatively, the Board of Directors, headed by the Chairman and the new CEO, proceeded with the following actions

- It now meets much less frequently (1-2 times per month) and mainly for strategic decisions,
- Following a proposal by the Board of Directors, as well as the support of the Municipality of Elefsina, a legislative regulation to facilitate the corporate operation was passed in the Greek Parliament (Law 4915/2022). The legislative regulation was welcomed and strongly supported by the Interministerial Committee, demonstrating the support of the Greek Government to the project,
- Authorisation was granted to the CEO for the final approval of contracts, by raising the threshold from EUR 30,000 to EUR 60,000 by a decision of the Board of Directors, thus reducing the number of Board meetings for purely executive purposes,
- The recruitment of additional staff has proceeded following the previous approval of the Ministry of Interior (+8, from 20 to 28 staff members),
- A series of amendments to the internal operating procedures were approved by the BoD, simplifying complex inter-company procedures,
- The BoD entered into strategic partnerships on infrastructure issues, making notable contributions with technical preliminary studies in the implementation of infrastructure projects through sponsorships in kind. The CEO and the team of engineers supporting her, acted as a catalyst for important infrastructure projects (3 warehouses at the Old Oil Mill, Former Cinema of Eleusis), accelerating procedures through the preparation of a technical report and a preliminary design of the above sites and making the relevant studies available to potential sponsors. The preparation and the high level of the preliminary studies led to the easier raising of sponsorships in kind, with the strong support and assistance of the Municipality of Elefsina. (e.g. Old City Hall from METRON company, refreshment room from a construction company in the area, ELEUSIS from a large company in the area)

#### **Relationship between the Board of Directors and the Executive Team:**

Regarding the cooperation of the Board of Directors with the executive team, where tensions were noticed and established in the past, today the cooperation between them is harmonious and constructive, ensuring through it the execution of the purpose of the company. Special mention should be made of the direct and close cooperation of the new CEO with the General Artistic Director. Their fruitful cooperation is characterised by compassion and the avoidance of conflicts, for the benefit of 2023 Eleusis, while maintaining the independence of the General Artistic Directorate while ensuring the legitimacy and transparency of the Company, something that is a special concern and a general mandate of everyone - the President, the Vice-President and Mayor of Elefsina, the CEO and all members of the Board of Directors and in this critically important matter, they all manage it with particular respect for the artistic conception and creation.

Regarding the role of the new CEO, she still maintains her dual status as a member - at the same time - of the Board of Directors, an issue that could potentially call into question the independence of both parties. However, the Managing Director, thanks to her great professional experience, manages any discrepancies or issues that may arise as a result. To date, the necessary balance has been achieved and it is noted that, despite the fact that the observations of the committee have been duly communicated and taken into careful consideration by the Greek authorities, it is considered that there is no need to change the existing legislative framework for the preservation of these two parallel positions. In fact, so far there has been no discord and the way in which this has been handled is seen as a success.

#### **2023 ELEUSIS level of cooperation with other bodies:**

The cooperation of the Board of Directors with all the competent state bodies (Ministry of Culture and Sports, Region of West Attica, Municipality of Elefsina, Ministry of Interior, Elefsina Port Authority SA, etc.) is constructive, in the context of the continuous effort to improve the existing institutional framework governing 2023 Eleusis and the acceleration of the administrative procedures it is obliged to follow. In addition, a meaningful dialogue has already begun on the cooperation and the conclusion of Memoranda of Cooperation and Program Contracts with the Legal Entities of the Municipality of Elefsina (Public Benefit Enterprise of the Municipality of Elefsina and Legal Entities under Public Law of Culture, Sport, Social Policy and Preschool Education of the Municipality of Elefsina), as well as with the local cultural associations and other bodies of the city.

The Board of Directors has established contacts with recognised cultural organisations with the aim of developing strategic partnerships within the framework of the Artistic Programme and its financial support.

A reference point is the joint application for the inclusion of artistic proposals in the "National Recovery and Resilience Plan - Greece 2.0", claiming a funding of around 2,000,000 euros, in the framework of the programme for the training of professionals from the cultural and creative industries (Capacity Building).

#### **A. GOVERNMENT LEVEL**

##### **• Legislative regulation on staff recruitment, June 2021**

In June 2021, pursuant to Law 4807, Issue No. 96 - Draft Law of the MINISTRY OF INTERIOR "Teleworking Institutional Framework, provisions for human resources in the public sector and other regulations of the Ministry of Interior), approved Article 6: "Regulation of issues of undertakings established for hosting the institution "European Capital of Culture". With this Article, the entire Article 107 of Law 3852/2010 may be repeated as in force, but the main difference is simply that the number of contractors is increased from 20 to 28 (IDOX or SME) that the municipal undertaking can recruit for the "Capital of Culture". It is underlined that the applicable Article already includes derogatory staffing procedures, with exceptional provisions for recruitment of contractors and secondment.

##### **• Amendments to the legal framework of the company, March 2022**

The Interministerial Committee which was established in November 2019, in order to achieve the procedures for the implementation of the institution (legislative interventions, institutional measures, initiatives, etc.) considered it necessary to

clarify the applicable legislative framework and thus explicitly exclude the body from the provisions of Law 4270/2014 (A' 143), except for those explicitly defined in the proposed provision. The Legislative Regulation was passed on 22/03/2022 by the Greek Parliament (Law 4915/2022-Government Gazette 63/A/24-03-2022).

The legislative regulation: (a) aims to ensure the smooth operation within the framework of legal certainty as regards the applicable provisions on public accounting; b) henceforth, the company will operate under the rules governing public limited companies, i.e. the rules of the private economy and Law 4548/2018, in order to have flexibility and speed to perform the specific purpose assigned to it.

In the long term, it is intended to complete the project and the objectives of the public limited company and in particular, the successful completion of the hosting of the European Capital of Culture in 2023 in Elefsina.

## B. LOCAL GOVERNMENT

- **Pending the approval of a request from the Ministry of Interior for the recruitment of scientific staff through the Municipality of Elefsina for 2023** (approximately 10 associates of various specialties).

The implementation of this request is under consideration by the Ministry of Interior and will focus exclusively on the year of the title, while any fiscal/financial burden will concern the Municipality of Elefsina and not the body of 2023 Eleusis. So far, we have confirmed 7 new associates.

- **Deputy Mayor for Culture, (no. 59633/2019 decision of the Ministry of Interior)**

From the day the deputy mayor of culture took office, nurturing special sensitivity and respect for the European institutions, functions as the liaison between the Municipality of Elefsina and the institution of the European Capital of Culture, and coordinating the two parties and cultivating fruitful dialogue and mutual understanding, as well as synergy, with a view to the success of the European Capital of Culture.

Furthermore, our Vice Mayor for Culture is in close relation with the ECOC 2023 executive team to ensure the coordination with the City services and the full implementation of the cultural strategy in view of the ECOC legacy.

## C. COMPANY MANAGEMENT

The company's policy particularly in the last year with the arrival of the new CEO focused on a **more dynamic model of organisation and management**, aiming at simplifying the procedures and the model itself: on the one hand by amending the internal regulations, on the other hand through the strengthening of the Company by external consultants in various fields.

To be more specific, the amendments to the internal operating procedures, which concerned complex inter-company procedures that encompassed all the operating procedures of the company and delayed its progress, **were simplified and direct processing methods were implemented**, typical examples include: the abolition three open calls that were not needed and sending a single call for cooperation to specialized partners, an increase in the contract limits of support costs for artistic projects through the use of specific articles, the amendment to the internal codification of the budget and the creation

of basic general categories for the purposes of flexibility, efficiency and security. Furthermore, after the need to support the company at the staffing level has been weighed, in order to carry out the artistic project unhindered and to achieve a high performance of contracting the artistic projects, the organisation **is now supported by 28 external partners**, necessary for the completion of specific projects, with very good results and implementation indicators.

After the necessity of supporting the company at the staffing level, in order to execute the artistic programme smoothly and to achieve a high performance of contracting the artistic projects, 2023 Eleusis is now supported by 28 external partners, necessary for the completion of specific projects, with very good results and implementation indicators.

The adoption of this management model, the cooperation with the 2/3 of the aforementioned small-scale companies in combination with all the above, **has drastically accelerated the procedures of design, planning, preparation and contracting of artistic projects**. This is evidenced by the percentage of contracts that have been made so far and are planned for the coming months. More than 51 contracts were signed in 2022.

2023 Eleusis **has achieved tremendous leaps in progress through legislative regulations, the placement of key people, the simplification of internal regulations and the collective nature of the company's staff, yet it is still governed by the rules and restrictions of Law 4412**. The contracting model requires the publicly open award procedure per project / partnership with specific terms, specific schedules and man-hours, as well as for other complementary services supporting the projects / partnerships, as opposed to other direct financing models prevailing in the sector of culture globally, a fact which cannot be ignored or regarded as less or negligible. Therefore, we consider that within the existing (limited) operating framework of the institution and based on the legal regulations that have been achieved, the performance of the Capital of Culture has improved significantly over time and the collective achievements are of outstanding importance in terms of the perfect implementation of the artistic programme and the general corporate purposes.

Taking into consideration all the above parameters, 2023 Eleusis **has formed a contracting structure in order to secure the delivery of the overall programme**. The contracting plan is breaking down into 4 quarters, Q1-Q4 starting in January 2023 and the aim is to complete the contracting on each aforementioned Q of all upcoming projects of the following one. Based on this, it is important to underline that until the present moment we are on track with the contracting plan of the first Q1 and have also contracted additional projects that will be presented throughout the title year, further enabling in this way the speed and delivery practice of the general contracting plan in 2023. A similar way of contracting (based on the Q1-Q4 allocation and contracting) was applied this year with quite high key performance indexes and successful implementation of the scheduled artistic program concerning 2022.

## 5.2 STAFFING AND ORGANISATIONAL STRUCTURE

The 2023 Eleusis organizational structure, as defined in the latest legislative regulation and recently approved organizational chart, consists of 6 directorates: Directorate of CEO Support, General Artistic Directorate, Directorate of Building Installations and Infrastructure, Directorate of Communication, Marketing and International Relations, Directorate of Administrative, Financial Services and Directorate of Quality and Administrative Adequacy and coordination procedures with the Municipality, headed by the Managers of departments reporting to the CEO. ( Annex 4.3)

The last two reforms of the organisational chart (February and October 2022) were carried out following the findings of the CEO and decisions were taken regarding the increase of the staff and the management of the individual needs, aiming at the proper functioning of the company in various ways. It is noted that in the new organisational chart, the CEO and the General Artistic Director were entrusted with additional responsibilities and powers, accelerating the flow of internal procedures, while simultaneously avoiding the previously very time-consuming process of convening numerous and repeated meetings of the Board of Directors for executive purposes, aberrations which are now successfully overcome, taking into account the recommendations of the European evaluators.

**In this way, the executive team was reinforced with more responsibilities and the Board was relieved of purely procedural issues.**

Today, the company's human resources now number 25 people, which increased significantly compared to the previous years (Annex 4.4) as from 2021 twelve (12) new recruitments were made in key positions of the company. Despite the personal resignations of the last months (CEO, Director of Production Organisation and Execution, Central Secretariat, Public Procurement Officers, Communication Officers, Director of Infrastructure and Building Installations), the phenomenon was interrupted by special internal movements, new recruitments and coverage of positions by external partners. The human resources are characterised by highly knowledgeable and fully trained staff for the needs of the venture.

Brief CVs of the human resources can be found at <https://2023eleusis.eu/%ce%b7-%ce%b5%cf%84%ce%b1%ce%b9%cf%81%ce%b5%ce%af%ce%b1/team/>

At the same time, ECoC, in recognition of the Committee's recommendations, was strengthened with small-scale external consultancy companies and a total of more than 28 partners, **with particular expertise in key areas to optimise the company's performance**, such as legal issues, financial-accounting, sponsorship, crisis management, civil engineers, communication-strategic advertising, production organisation and execution partners, production support / costing partners, internal control and project management partners, respectively, partners for the support and monitoring of the execution of contracts for artistic works, as well as partners for the organization of the existing implementation system of the projects under the Recovery and Resilience Fund in order to fulfill the statutory objectives.

Particular emphasis was placed on the proper organisation of the Opening Ceremony, for which we are already proceeding to

the conclusion of five (5) new partnerships with specialised consultants in matters of site management and public, coordination, organisation and execution of production, followed by partnerships for public relations, hosting, etc.

Undoubtedly, these partnerships contribute daily to the support of the company, the implementation and promotion of the Artistic programme (contracting and execution of artistic projects).

So, we consider that within the existing (limited) operating framework of the body and based on the legislative arrangements that have been achieved, the performance of the 2023 Eleusis has improved significantly over time and the collective accomplishments become prominent in terms of the proper implementation of the artistic program and the generally corporate purposes.

### Milestones #Update

- **Preparation of Action and Budget Plans, Total Company Planning and Scheduling** for the year 2023 (2022). **In progress**
- **Planning and Contracting** of all Company planning (2022-2023). **In progress**
- **Securing sources of funding** from public bodies (Municipality of Elefsina, Region of Attica, Central Government), European programmes, Private sponsorships but also from Commercial activity (2022-2023). **In progress**
- **Preparation, monitoring, control and evaluation** of the progress of each project / action and other services / procurements in relation to the schedule (2021-2023). **In progress**

### Contingency plan

2023 Eleusis has made an effort to plan for a case of Emergency:

The following needs have been identified and measures will be applied in order to ensure the normal continuity of the project :

1. Rapid Tests on participants will be carried out (artists, collaborators) in parallel with the health regulations and governmental guidelines, with simultaneous recording of all close contacts, to facilitate the tracking of COVID cases.
2. Usage of the digital space in order to present and share the projects and initiatives of the programme while ensuring its quality. Recording of alternative scenarios for the realization of the planned activities, such as the possibility of recording and promoting, via live streaming or on demand, of all activities that cannot be attended by the public, virtual meetings for workshops, seminars and any other activity that would include the presence of the public. Digital (virtual) meetings/conferences will take place through the already known digital platforms that provide the relevant capabilities.
3. Whatever other possibilities are provided to us by the artistic programme, but also following the current guidelines and the recommendations of the committee of experts, as specialized in State-issued measure, 2023 Eleusis complies and proceeds to the observance of every measure.

In conclusion, we were able to implement artistic projects and activities when the health requirements and regulations were particularly strict and the implementation of social distancing measures was mandatory. In this way our prior experience and

## 5.3 FUNDING

INCOME TO COVER OPERATING EXPENDITURES	BIDBOOK		CURRENT SITUATION		ECONOMIC FORECAST	IN TOTAL
	in €	in %	in €	in %	in €	in €
<b>City</b>	8.667.400,00 €	36,04%	7.390.308,00 €	39,55%	1.277.092,00 €	8.667.400,00 €
<b>National Government</b>	2.376.000,00 €	9,88%	2.752.660,00 €	14,73%	946.000,00 €	3.698.660,00 €
<b>Region</b>	8.667.400,00 €	36,04%	8.436.850,00 €	45,15%	1.000.000,00 €	9.436.850,00 €
<b>EU (with exception of Melina Merkouri Prize)</b>	845.600,00 €	3,52%	7.960,00 €	0,04%	1.156.868,00 €	1.164.828,00 €
<b>Private</b>	3.494.200,00 €	14,53%	97.349,61 €	0,52%	2.050.000,00 €	2.147.349,61 €
<b>TOTAL</b>	<b>24.050.600,00 €</b>	<b>100,00%</b>	<b>18.685.127,61 €</b>	<b>100,00%</b>	<b>6.429.960,00 €</b>	<b>25.115.087,61 €</b>

\*The percentage calculations result in millions / total

OPERATING EXPENDITURES	PROGRAMME		PROMOTION		ADMINISTRATION		OTHERS		IN TOTAL	
	in €	in %	in €	in %	in €	in %	in €	in %	in €	in %
<b>Bidbook</b>	16.500.000,00 €	68,75%	3.300.000,00 €	13,75%	3.800.000,00 €	15,83%	400.000,00 €	1,67%	24.000.000,00 €	100%
<b>Current situation</b>	5.812.385,87 €	47,78%	1.739.333,43 €	14,30%	2.950.792,44 €	24,26%	1.661.716,32 €	13,66%	12.164.228,06 €	100%

\*VAT & Reservations are included

2023 Eleusis has so far received the amount of **18.685.127,61** euros and is expected to receive another **6.429.960** euros from the following grants:

- Municipality of Elefsina: 1.277.092 €
- National Government: 946.000,00 €
- Region: 1.000.000 €
- National Recovery and Resilience Plan 2023: 1.072.658 €
- European Projects: 84.210€
- Sponsorships in kind for infrastructure: 1.500.000 €
- Sponsorships to strengthen the artistic programme and communication: 550.000 €

At the same time, the cash available until the 7th November 2022 is 9.588.631,61 euros.

By calculating the guaranteed grants, as mentioned above and including the tax refund which is estimated at least 1.000.000 euros, the total budget amounts to 26.200.00 euros. In addition, the non-guaranteed grant amounts to 3.500.000 euros (the amount of 1.500.000 euros from the Melina Merkouri Award for the legacy of the institution if approved by the European Commission, as well as the additional amount of 2.000.000 euros through the National Recovery Plan and Resilience for four Artistic Programs, instead of the Opening Ceremony which could not be financed by directly public authorities).

Considering all the above financial resources and given that the guaranteed amount is 26.200.000 euros with the possibility of reaching 29.700.000 euros, we consider that the artistic program of 16.500.000 euros (Plan A) is absolutely feasible from a financial perspective.

To further clarify and support it:

- To date, the amount of 5.812.385 euros of the artistic programme has been contracted (approximately 1.000.000 euros concern artistic projects in 2023), so there are still 10.687.614 euros out of the 16.500.000 euros of the bidbook (Plan A), which are GUARANTEED and shall be oriented at the contracting process.
- Promotion has absorbed 1.739.333 and is expected to absorb a further 1.500.000 euros.
- Management has absorbed 2.950.792 euros and is expected to absorb approximately another 1.000.000 euros until the dissolution of the company (04/2024).
- The "Others" category has reached 1.661.716 euros to date, and is expected to absorb approximately another 1.000.000 euros until the dissolution of the company (04/2024).

The total expenditure since the start of the Company's activities amounts to **12.164.228,06** euros and the remaining 14.035,771 euros (cash available and only guaranteed grants) out of the sum of 26.200.000 euros will be distributed per directorship as previously described in detail. [a]

## 5.4 COMMUNICATION AND MARKETING | TIME TO SHOW OFF!

The Communication and Marketing Department, having now established the company’s new identity, with the main narrative focusing steadily on the “Mysteries of Transition”, develops and applies specific communication strategies, covering all possible target–audiences: **Local Community – Greece – Europe**. Entering the final stretch, the Communication and Marketing Department focuses on immediately spreading the messages concerning the 2023 Eleusis brand, as well as on the events and projects, activating various channels and tools, and aiming to establish the message that 2023 Eleusis is the epicentre of the city itself, of Greece and even of Europe, for the year 2023.

### Major Milestones

- #1 International Press Conference | 13 December 2022, Elefsina
- #2 Handover from 2022 to 2023 | 9 January 2023, Athens
- #3 Opening Ceremony | 4 & 5 February 2023, Elefsina
- #4 Flagship & Legacy events & projects | during 2023
- #5 Closing Ceremony | November 2023

### 2023 ΕΛΕΥΣΙΣ | BRAND ESTABLISHMENT

The 2023 Eleusis represents a strong brand, which unfolds through a multitude of applications such as advertising material (posters, flyers, web banners), to signage within the

city, while there is special planning currently taking place on all audiovisual material, such as radio and television spots, as well as on mini documentaries. Black–and–white takes, red finishing, 2023 Eleusis fonts and the implementation of the logo reinforce the brand, ranking it as one of the strongest. Respectively, the speech application, both on texts and sound messages, follows a specific structure with the actions getting a specific Mystery number and to compose the much–awaited Mysteries of Transition in this manner.

### OUTREACH | A STRONG NETWORK IS ESTABLISHED

Having the creation and development of a strong network of partners as its central and strategic pillar, the Communication and Marketing Department has already secured numerous partnerships with the aim of them participating in spreading the 2023 Eleusis message, as well as the development of specific actions and synergies for 2022 and 2023.

### LOCAL LEVEL | ELEFSINA OUR PLACE

The constant news flow, cooperating in joint actions and supporting each other, have come to constitute the cooperation framework with the Municipality of Elefsina. It must be noted that having come to an understanding with the Municipality, the municipal Loudspeaker is now being used for all actions, from January 2022 until today, as it is a very popular channel, especially with the elderly population of the city. Moreover, in cooperation with the Municipality, all Municipality vehicles bear the 2023 Eleusis logo.



### **Best Practice #1 Rendering Elefsina's PCP cabinets in works of art**

The Municipality of Elefsina started, with the communication support of 2023 Eleusis, the "Rendering Elefsina's PCP cabinets in works of art" voluntary action, calling on artists to co-shape the city's image. The project pertained to employ art in the embellishment of the grey primary cross-connection point (PCP) cabinets which are to be found in Elefsina and Magoula, with themes that draw inspiration from the city of Elefsina, its history and culture, as well as the thematic areas of the Capital of Culture (People/Society, Environment, Labour). The action was embraced by the locals, especially the youth and mainly students and teachers, and it showcased the excellent cooperation between the Municipality of Elefsina and 2023 Eleusis.

### **Best Practice #2 Elefsina's youth closer to us**

In order to reinforce 2023 Eleusis presence in the city's youth, a communication network was created with the help of the "Cultterra" youth group, with the support of the organisation and in cooperation with the Audience Development Department. Through meetings and continuous communication with the group, "Cultterra" get their own brand name and create a communication network that is reinforced by the Communication and Marketing Department, through promotion on the company's channels (social media, site, newsletter), as well as by sending newsletters to the local Press regarding its actions (Indicatively: "Cultterra: Elefsina's youth introduce themselves", "Meet 'n' Greet vol. 2" | Second meeting of the youths of Cultterra", a.o.). The media response is remarkable and telling of the city of Elefsina and its people's great interest.

### **Best Practice #3 Reinforcing the Social Structures of Elefsina and the surrounding areas**

On the occasion of the largest — to date — international organisation of 2023 Eleusis, the "Spring Forward", in April 2022, a new company practice was also inaugurated regarding the support of various social structures of the city and the surrounding areas. Specifically, a communication and advertising partnership with the "Elefsina Love Centre" Social Structure for underprivileged children was designed and implemented for the closing ceremony of the "Spring Forward", where instead of a ticket, the audience could contribute to that entity's work. This partnership was met with absolute success, gathering more than 2,000 individuals to the event and a substantial amount for the body. Since then, an intra-company policy was developed for specific actions, namely to create such synergies covering all social structures of the city, as well as other collective bodies and associations. The aforementioned causes, of course, no loss of revenue with regard to the European Capital of Culture (E.C.o.C.) budget and does not pertain to a redirection of its means, but constitutes a distinct, separate policy, where those participating in our actions are invited to reinforce important social structures of the city of Elefsina. This way, the citizens' participation in E.C.o.C. cultural actions is accompanied, depending on the case, by real social contribution.

Moreover, at the level of city development, there is close cooperation with the newly-founded Tourism Department of the Municipality, which indicatively pertains to joint promotion synergies through joint articles on big touristic media (such as the "2Board" magazine of the Eleftherios Venizelos Airport), participation in big tourism expositions of the country in a common booth, among other common actions. The cooperation

unfolds on other levels as well, as the title year approaches. Furthermore, through the new webpage, a new map is created on which establishments, restaurants and hotels of the city are presented, in order to, on the one hand, make touring the city easier for its visitors and to showcase local professionals, on the other. In cooperation with the Municipality's Tourism Department (Vice-Mayorship of Tourism) and the Audience Development Department (provision of information in relation to the city's dynamic).

Counted among the already established and very important partnerships, is the one with the "Aeschyleia" Festival of the Elefsina Municipality's Public Benefit Company (Gr.: K.E.D.E.). For the second consecutive year, the cooperation continues in the field of communication on the occasion of the art exposition of the acclaimed artist, Kostis Velonis, produced by 2023 Eleusis, under the auspices of the Festival, through a common press conference, joint published articles and other synergies. What is worth mentioning is the fact that a memorandum of cooperation with K.E.D.E. is currently in the works, so that the K.E.D.E. assumes the operation of the 2023 Eleusis official shop. The aim is to have the shop in operation from the Opening Ceremony of the European Capital of Culture.

Finally, in cooperation with the Municipality of Elefsina and the Hellenic Post Office, it was agreed to issue anniversary stamps which will be presented in May 2023 at a special event, which will attract the interest of the media, special audiences such as collectors, as well as the local population. The promotion of the institution of ECoC and the city through the above action will be remarkable.

### **NATIONAL LEVEL | 2023 ELEUSIS AS A NATIONAL MATTER**

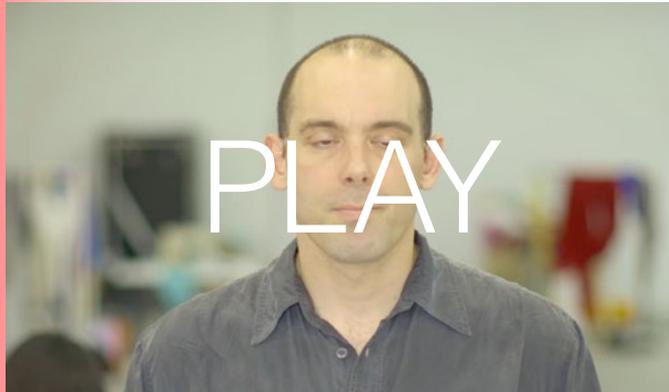
At the national level, the company now enjoys partnerships with the basic key players in tourism, and more specifically with the Greek National Tourism Organisation, the Tourism Department of the Region of Attica, the "El. Venizelos" Athens International Airport, the "Aegean Airlines" Company. The cooperation frameworks with the Municipalities of Athens and Piraeus, and Elefsina's neighbouring Municipalities, as well as with the Attica Hotel Association are currently also nearing completion. Within the partnerships' framework, 2023 Eleusis has secured its promotion in International Tourism Expositions, such as the most important ones in Greece (Philoxenia, Thessaloniki International Fair, a.o.), as well as in WTM London 2022, while its presence in ITB Berlin 2023 follows, among others.

### **Best Practice #4**

#### **"Why should the voice of Clytemnestra be heard today?" Or, When a performance turns into a vehicle for bringing social matters to light**

On the occasion of tg STAN's "Clytemnestra" performance, a sensitisation campaign was designed that touched upon subjects like gender and non-gender violence, contemporary gender identities, toxic masculinity, the existence of misogyny and patriarchy in the modern era. The people contributing to the performance commented on all the above when answering the question "Why should the voice of Clytemnestra be heard today?", Through the nine videos that were created, which were posted on Facebook, Instagram and the 2023 Eleusis YouTube channel, the actors from Belgium, Greece, Norway and the Philippines joined their voices, spoke of the

contemporary importance of the performance which focuses on the crucial person of Clytemnestra, and finally sent a loud message against violence and patriarchy. It should be noted that this year, in Greek territory, over 12 murders of women have taken place in 2022, a fact that makes the performance more relevant than ever.



**INTERNATIONAL LEVEL | EUROPE IS OUR HOME**

Yet another important network that has been developed and reinforces the Paneuropean character of the organisation in the best possible way, is that of the Embassies and Cultural Institutes which are based in Greece. More specifically, 2023 Eleusis concludes agreements for financial sponsorship as well as for communication synergies with 15 Embassies, among which its sister E.C.o.C. Romania and Hungary are included. On the occasion of the E.C.o.C. title awarding ceremony, joint communication promotional actions are in the works in Athens with the five embassies of the sister E.C.o.C.s (Serbia, Lithuania, Luxemburg, Romania and Hungary), while there is communication support for the International Press Conference (Dec. 2022) as well. The close cooperation with the European Parliament in Greece is noteworthy, in cooperation with which Europe Day 2022 was organised, including Elefsina to the programme of their 3-day events, where joint communication campaigns were designed for the Mass Media and Social Networks.

Moreover, the relationship with the E.C.o.C. Family network has been reinforced, in continuation of the Greek organisation of the meeting. On this point, it was jointly decided, along with the Timișoara and Veszprém sister-E.C.o.C.s, to start upon the initiative of all three members, the drafting of a joint list of international Mass Media Outlets as a tool for the international promotion of the 2022 and 2023 E.C.o.C.s, as well as a legacy

for the future E.C.o.C.s, increasing the awareness regarding the European Capital of Culture institution and the institution's "power". At the same time, joint promotional and communication actions are being coordinated, mainly for the titular year.

**Best Practice #5 TimeCircus**

**The largest procession in the history of Elefsina is a European Matter!**

From Belgium to Elefsina, TimeCircus are crossing on foot 3,000 kilometres in nine months, with the human will as their only "vehicle" and are spreading the message that Elefsina is the European Capital of Culture for 2023. The Belgian collective participates in the Opening Ceremony of Elefsina as the largest procession in the history of the city, from the Antiquity of the present day.

With this serving as an axis, a promotional campaign has been created, placing the TimeCircus group as the basic international 2023 Eleusis ambassadors. There is already a multitude of published pieces in foreign Media from countries that the modern pilgrims of Elefsina have crossed (TV Szeged, musor.tv, Εφημερίδες: Περίφη Νέπε, Stad En Rand, Website: [Dél-Alföld Info](#), [ajkaiszo.hu](#), [swrfernsehen.de](#)). At the same time, TimeCircus are crossing the sister E.C.o.C.s, having already left behind them Veszprém and heading to Timișoara at the beginning of November, carrying the message of Europe and the E.C.o.C. Within the framework of promotion, an open call to the public will go out for them to help the group reach their destination, the Opening Ceremony of Elefsina, promoting 2023 Eleusis to the whole of Europe in an out-of-the-box way.

At the same time, launching the new 2023 Eleusis webpage has been based on this journey, playing host to their route so that the people can travel with them until the Opening Ceremony. The route is the protagonist on the webpage's main page, starting from Antwerp, then making a stop in two sister Capitals of Culture for 2023, Veszprém and Timișoara, in order to emphasise the European dimension of the procession on the one hand and the connection and cooperation of Elefsina with the other E.C.o.C.s on the other, and having Elefsina as its final destination. The existence of a timer, which counts down to the TimeCircus reaching Elefsina, cultivates a sense of anticipation and denotes the Opening Ceremony.

The communication campaign consists of a television spot, a video spot for digital channels, while for the social media we are creating animated video posts with their route and excerpts of their journey's diary, on a monthly basis, as well as many static posts with photographs and moments from this singular procession. They are expected to attract the Mass Media as well, forming the perfect forerunner for the opening.



## MEDIA & COMMUNICATION SPONSORSHIPS

From 2021 until today, a remarkable increase has been noted in the promotion of the 2023 Eleusis Capital of Culture from printed and electronic Media, television channels and radio stations, locally, nationally and internationally. It constitutes an indisputable indicator of the high efficiency of the Company's communication strategy and plan.

Especially during the past months, with the relaxation of the measures against the pandemic, the company exhibits a steady flow in its artistic, research and educational programme, allowing for the systematic dissemination of news regarding the institution and its activities towards the Mass Media Outlets; local, national and international. The relationships with the Mass Media have been evolved to a remarkable degree as time passed. The reporting community displays a steadily increasing interest for the E.C.o.C., covering the entire range of its topics. Culture, tourism, education and research are the main axes, while general presentations, specialised exposés per action, interviews of contributors a.o., are routinely included in the reporters' material. Furthermore, visits to actions for headlining reporters of big Media with nationwide coverage are routinely organised, either in the Press Preview framework, or for Press Conferences, selecting action with a positive cultural, research and social impact.

### Media value

As mentioned above, 2023 Eleusis European Capital of Culture' steadily increases the attraction of the reporters' community at a local, national and international level. During the entirety of 2021, especially during the months when its artistic actions were realised, promotion increased significantly. A total of 468 news piece mentioning the E.C.o.C. in printed Press, which had an advertising value equivalency of €609,119.45 (of these, 265 were on local Press, with a total advertising value equivalency of €95,019.55). Moreover, 2,608 articles regarding the E.C.o.C. were published in news webpages, with a total advertising value equivalency (AVE) of €1,476,318.22. By comparison, the second semester of 2020, there had been 205 news pieces mentioning the E.C.o.C. in the printed press, which had a total advertising value equivalency of €180,293.22. Of these, 75 pertained to the local press and had an advertising value equivalency of €26,729.7850.

From January to October 2022, E.C.o.C.'s promotional Media Value increased remarkably. More specifically, the total media value of promotion in just nine months (from January up to and including September) in printed media is €666,423.6, while in web media it's €395,748.37. In conclusion, it already surpasses €1,062,171.97 and, naturally, it is expected to culminate as the E.C.o.C. nears its titular year (Source: innews).

More specifically:

JAN	8567.2	3873.5
FEB	85324.6	88206.07
MAR	41703.9	21919.1
APR	91268.9	68337.8
MAY	92771.7	42677.8
JUN	76424.8	37357.8
JUL	79160.8	51350.5
AUG	48917.8	25362.2
SEP	142283.9	56663.6

## Communication Sponsors

With the better promotion of the Company and its actions as the guideline, the strategic relationship network with selected Mass Media Outlets was further developed. The aim was for them to function as E.C.o.C.'s strategic partners up until the end of the year on which the title will be conducted. The communication sponsors, among which local, national and international Mass Media Outlets are included, support the company and its actions steadily and consistently.

The entities that have been selected up to this day included Strategic Significance media, which cover a wide spectrum of communication: television channels of local and national coverage (ERT / Blue Sky / Cosmote TV / The Greek Parliament Channel (Vouli), MEGA and MAD, international Media such as TV5 Monde, publications and webpages with a high number of visitors (LIFO.GR / Athens News Agency - Macedonian Press Agency / In2life.gr / Monopoli.gr / Culturenow.gr / Clickatlife.gr / Debop.gr / westatticatoday.gr / dancetheater.gr, attica24, while the possibility of cooperation with internet Media of the largest group in the country, 24 Media, is being explored, expat. Athens, a webpage for the diaspora, a.o.), high-profile radio stations (Kosmos Radio 93.6 / 2nd Programme 103.7 / Third Programme 90.9 / Pepper 96.6 / Menta 88), local, national and international printed media (LIFO / ATHINORAMA / Antivirus / DOMA/ the art newspaper / Thriassian Daily Newspaper of West Attica / West Attica Current Affairs (Gr.: Epikaerotita Dytikis Attikis) / Megarikos Typos, while the prospect of cooperation with media of the Marinakis Group is being explored (TA NEA, TO VIMA), as well as the Dytika Nea (Eng.: Western News; local press).

### International Coverage

At the same time, the actions are promoted in Greece through bilingual printed publications, such as Days of Art in Greece, and electronic ones such as Athens Insider, as well as through European and/or international Media such as Euronews, and the French newspaper Le Monde, promoting them to a very broad audience.

On the occasion of the programme's presentation and the arrival of the titular year, publication pieces have already been prepared in significant international Media such as Lonely Planet, the international travel guide, the Austrian **Radio Ö1**, special presentations in a television programme regarding travelling **MediaNet-TV Production**, a special exposé in the French show "**Soft Power**", the main programme of the French national radio "Radio France", a presentation in the **Journey**, a luxury travel publication which circulates in Hearst on behalf of the Princess Cruises company, as well as an article in the leading group for art and culture services, **Beaux Arts & Cie**.

With the International Press Conference coming up, articles/presentations/interviews are being scheduled on the television, in printed media, on radio and webpages, special publications, cover stories and special exposés in the majority of the local and national Press, as well as in international Media.

At the same time, the partnership with the International Press Agency is starting for maximum dissemination of 2023 Eleusis' message to the whole of Europe, where press trips for the International Press Conference are being scheduled among others, and mainly for the Opening Ceremony.

## THE DIGITAL CHANNELS OF 2023 ELEUSIS

### A new digital home for 2023 Eleusis

The sector of New Media is of great importance for the communication strategy of the E.C.o.C. One of the basic actions for the titular year was the creation of a totally new website, which will cover the needs of the most crucial year for Elefsina. In cooperation with a company specialised in web page development, as well as with a graphic artist bureau, a new webpage for the E.C.o.C. was created, user-friendly, following the E.C.o.C.'s visual identity and aesthetics, reinforcing the 2023 Eleusis brand even more. This webpage has been designed to also be mobile responsive, bilingual and accessible for people with disabilities.

<https://dev-centiva.com/eleusis2023/>

*The site is under construction*

### The 2023eleusis.eu webpage — The basic points

Since one of the main aims was for the actions to be showcased through the new webpage, two basic pages have been created: the Programme, with the presence of all the actions, and the Diary, where the user can navigate the actions by chronological order. It is important to mention that, for the new website, there is a distinct place where **Legacy Projects** are presented, actions remaining in stock, which aspire to persist after the completion of the E.C.o.C. Another distinct part presents the **2023 Eleusis Infrastructures**, as this is a field that is of great interest for the company and the city. Then, trying to highlight E.C.o.C.'s inclusive character, we created the **Join Us** webpage, where anyone can become a member of the E.C.o.C. by registering for participation as a Volunteer, Worker or as a Creative Professional of the City. Yet another important aspect of the new webpage are the interactive maps of the city and of the creative professionals.

A new webpage is being completed at the beginning of November, while its official launch is expected to take place at the time of the International Press Conference, where the full programme of 2023 Eleusis will also be presented. Finally, the new website has been designed so that it showcases the already existing work that has taken place all the years of the E.C.o.C.'s existence, but it is also prepared and designed so that it covers all future needs of the title year.

### Website — Visitation statistics

For the period from May 2021 until September 2022, the 2023 Eleusis official webpage had over **75,000 visitors and 256,400 pageviews**, **75.52%** of which comes from the **Greek territory** and the rest from abroad, and with a mean time of staying on the webpage of 00:01:52 per session.

### Social Media — Advertisement and visitation statistics

The most popular platforms of the company are **Facebook** with a total of **26,718 followers** and **Instagram** with a total of **5,595 followers**. For the period in question, more than **1,187,000** users have seen the organic posts on the company's Facebook profile and **78,884** users have seen the company's posts on Instagram. As far as the geographical distribution of the Facebook users is concerned, their majority came from Greece, who were followed by users from Cyprus, Germany, France and Britain. Regarding the distribution of the gender and age of the users whom the E.C.o.C.'s posts reach, the largest age-group was that of men aged 25–34, while the age-groups of men aged

35–44, men aged 45–54 and women aged 25–34, 35–44 and 45–54 follow, in order of diminishing magnitude. In April 2022, 2023 Eleusis created a profile in the **TIK TOK** digital platform, as it wanted to give a more youthful breath. Indicatively, videos of dancers from the Spring Forward Festival, the procession of TimeCircus, teaser trailers of performances and actions in general were posted on TIK TOK, while a video-creation of a French intern had over **8,000 views**. Targeted strategies were used for the rest of the company's channels, with **LinkedIn** taking first place in subjects that have to do more with the organisation's infrastructure and city news, while **Twitter** in subjects of a European interest, such as Open Participation Invitations and International Partnerships.

As far as the advertising campaigns are concerned, from **May 2021 up until and including September 2022**, in total **963,828** users have seen at least once our advertisements in the social networking media (meta stats). The advertisements are specifically targeted, based on geographical location (Elefsina — Athens — Rest of Greece — Europe), demographic data (Parents, Teachers, a.o.) and users' interests (culture, music, sustainable development, photography, a.o.).

### Newsletter

Nowadays, the Newsletter has **12,631 subscribers**, of which **4,000** are from abroad, with an average opening rate of **27.3%** per campaign (mailerlite statistics). As far as special audiences are concerned, 5,000 are artists, 300 are or have been member of Elefsina's local government, 600 come from the field of local or regional government from all over Greece, 100 are members of ethno-local associations of Elefsina, 100 are main partners of the E.C.o.C., 252 are cultural organisations, cultural institutions and festivals, 50 are sponsors, 40 are school units of Elefsina. The rest of the subscribers are members of the public, who registered to the newsletter through the electronic ticket reservation system of the E.C.o.c.'s website.

The newsletter is always bilingual, is sent every other Thursday and includes all E.C.o.C. news and actions, while for big impact events, such as the Spring Forward Dance Festival or Kostis Velonis art installation "Straw falling on concrete floors", a special newsletter dedicated to them was sent.

### ADVERTISING

Given that the company routinely organises actions, the Communication Department has by now already proceeded with advertising campaigns promoting the actions on specific Media, focusing mainly on local Media, as well as on major Media, that cover the entirety of Greece, radio stations, Press and webpages. At the same time, the great advertising campaign for the promotion of 2023 Eleusis brand has been designed, to be applied after the Press Conference and with intense presence in January 2023 with the Opening Ceremony pending. Nowadays, Athens, Piraeus Elefsina and the surrounding areas are all flying the 2023 Eleusis colours through O.O.H. advertising (bus stops, wrap advertising on the buses, Metro and Athens Suburban Railway, a.o.). The most important Mass Media Outlets, locally and country-wide, are broadcasting the message of 2023 Eleusis through television commercials, digital channel spots, mentions and commercials (spots) on the radio, display ads on online platforms, campaigns on the social networks, special exposés in the Press and the webpages, inviting people to participate in this grand European celebra-

tion. At the level of advertising on foreign Media, we mainly focus on online publications, articles and targeted advertising on social Media. It's worth noting that about 40% of the advertising budget is spent during this period. The remaining 60% is partitioned throughout the year, promoting the legacy projects and events, as well as the flagship events. At this moment, the competition pertaining to advertising services on Mass Media Outlets (offline & online media), amounting to 430,000 euros, is being published. Separate competitions regarding digital content production services for digital platforms and social network media, graphic art services, printing services, audio-visual content production services, and merchandising, as well as Out-Of-Home advertising.

### **SIGNAGE | The city flies the colours of the E.C.o.C.**

2023 Eleusis has already installed special ECoC branding structures at strategic points of the city, while a special City Branding Study is already done and the implementation of it, is starting late November 2022. The signage study concerns two distinct parts: (1) one of informational nature with application throughout the city, to provide singling for the visitor's tour, namely the routes towards the venues (indoor & outdoor) and the venues themselves, and (2) one of advertising nature / brand awareness regarding the 2023 Eleusis. The signage will be realised in two phases: the 1st phase until the International Press Conference (mid December) and the 2nd phase until the Opening Ceremony, at which point the city enters a celebratory period. The constructions are both temporary and permanent, follow the identity of 2023 Eleusis and cover the entirety of Elefsina and Magoula.

### **PUBLICATIONS | An important legacy**

Great importance is placed on the Publications, as they concern an important part of the 2023 Eleusis legacy. Four project catalogues (concerning mainly art) have already been published, while the grand catalogue for the titular year is being prepared. For 2023, there is an estimation for approximately 25 catalogue publications in conjunction with the art programme. All company catalogues are always bilingual and form a main product of the shop as well. For the company publications, the department works together with a specialised professional, a Publications Consultant, who undertakes the entire coordination and curation thereof.

## **SPECIAL CAMPAIGNS**

### **#21km**

The "21km" is a digital campaign that showcases the city of Elefsina and its residents. The residents of the city themselves become the voice of 2023 Eleusis European Capital of Culture" and through their own stories, their own truth, call upon the people of Athens and its visitors as well, to travel in 2023 the 21 km, the distance that separates the capital of Greece from the European Capital of Culture. Besides, these 21 km are the source of inspiration for the visual identity of 2023 Eleusis as well. As a continuation to this, a special campaign is being inaugurated in November 2022.

Elefsina is changing. A city with vast tangible and intangible legacy, a city of inexhaustible events, past, invites us to get acquainted with its multi-layered peculiarities. A city of Culture. The Means to peacefully "invade" and better understand this city are its people. Their personal narratives will bring us

face to face with this place. Will look the past and the present in the eye, and envision the future. The purpose of this action is to sensitise, inspire, move both the local community of Elefsina and the potential visitors of the city. A call upon the visitor to get acquainted with the Capital of Culture, just 21 kilometres from Athens.

Communication Channels: Social Media, YouTube, Online Platforms

Implementation Period: November – December 2022

### **The Sounds of Elefsina**

#### **A campaign to incorporate the city | Podcast & Spotify**

Melodies, notes, verses, noises, soundtracks, laughter... The sounds of a city are everywhere and it is them that make it unique. Everything on the 2023 Eleusis Spotify, through lists curated by teams, professionals, partners a.o. Moreover, performances are transmuted to audio actions through podcasts, as well as artist interviews, testimonies of residents, and opinions of other partners and the E.C.o.C., as well.

The podcasts are a new and upcoming content form. As this audio format gains more recognition, more and more people are fascinated by the broadcasts, as they can watch/consume them as products concurrently with their other activities, since they do not necessitate the concentration required for a video or even for printed material. Furthermore, it creates a new culture of digital communication, drawing elements from the radio culture and the social network media. With the aforementioned as their axis, the podcasts assume further the role of disseminating the 2023 Eleusis and the city's news, as a modern medium (instead of Free Press).

This campaign will start at the beginning of 2023 in cooperation with an influential Medium of the country, for young audiences, friends of the arts, socially sensitised citizens.

Communication Channels: Social Media, Online Platforms, a.o.

Implementation Period: February – December 2023

### **The Ethno-local Associations of Elefsina introduce themselves. Innovative Digital Showcasing Campaign**

Elefsina constitutes a multicultural mosaic of 19th and 20th century Greece. Through the innovative campaign regarding for promoting the local community and more specifically through the creation of a video series of 25 episodes, with a duration of up to 5 minutes each, for the digital promotion platform of 2023 Eleusis, associations and communities of people that live in Elefsina will be promoted, showcasing the intangible cultural heritage of the city. Interviews of the people that talk with us and share with us their personal stories. How did they arrive, how did they come to be in Elefsina, what left a mark on their lives, what is the city to them. Takes from the associations, outdoor takes with these people walking the city and talking to us about it, the difficulties, the morals, the customs, the haunts where they grew up. We will try to utilise material from the archive, from photographs and videos for historical retrospection, to see the differences and the evolution of the city through the years. Special attention will be given to the element of the customs, the traditional music and the local gastronomy. The cultural associations will showcase the actions that they implement, while at the same time folklore elements will be showed that preserve the popular tradition. The

following associations are mentioned indicatively: Folklore Association “Adrachti”, Association of the Pontians of Magoula, Association of the Peloponnesians of Elefsina, Brotherhood of Romaniotes of Lakka Souliou, Association of the Refugees from Asia Minor of Elefsina, “Aghia Markella” Union of Chios, Corfu Union of Elefsina, Cretans’ Union of Elefsina “I Megalonnissos”, Thessalian Union of the Thriassian Plain, Epirotes’ Union of the Thriassian Plain, Association of the Pontians of Elefsina “Nea Trapezounta” (Eng.: New Trabzon), Association of Symians of Elefsina, a.o..

Communication Channels: Social Media, Online Platforms, a.o.  
Implementation Period: February – December 2023

## DEPARTMENT STAFFING

The Communication and Marketing Department is composed of three individuals, while its staff is enriched by a plethora of outworkers already since 2021, while at this moment the last partnerships, which concern mainly the Opening Ceremony and the titular year, are being finalised. Indicatively, the partnerships with outworkers concern:

- One Communication and Advertising Consultant
- Three Press Office Managers with specialisation in Dance/Theatre, Music/Cinema/ Education, Art/Education
- A Public Relations Firm for the Opening Ceremony
- A Public Relations Firm for the Mass Media
- A graphic Artist within the company and a studio team
- A Production Firm for the International Press Conference
- A Sponsorships Manager

## SPONSORSHIPS

At the level of sponsorships and despite the adverse circumstances prevalent due to the consequences of the Covid-19 pandemic, of the war and the consequent energy crisis, two significant sponsorships (in kind) have progressed that concern the iconic building of the Old City Hall where METRON company took upon itself its renovation and it will be this building that will house the info point, the press centre, the shop, and will also be functioning as an exposition venue. It is clarified that the Old City Hall venue is already being used by the entity of 2023 Eleusis, and during the past period it has housed artistic actions. Moreover, the entity of 2023 Eleusis, in excellent cooperation with the Municipality of Elefsina, achieved the agreement on a sponsorship in kind regarding the reconstruction of the Old Canteen on the city’s beachfront, which was very recently granted to the Municipality of Elefsina for 10 years, following the relevant law was voted for in the Parliament. The project will be financed by the Karpathios S.A. construction company, headquartered in Elefsina.

Furthermore, sponsorships that have been secured are the following:

- **Titan Cement** concerning:
  - Granting the building where ΕΛΕΥΣΙΣ Innovation Lab by 2023 Eleusis is housed.
  - Depositing the amount of 100,000 euros.
  - Sponsoring events valued up to 50,000 euros.
- **Kanellopoulou Foundation**
  - Sponsoring events valued up to 80,000 euros.
- **Aegean Airlines** / sponsorship in kind (300 tickets within Europe) and communication synergies. Value in excess of 90,000 euros.
- **Samsung** / sponsorship in kind (screens and monitors and projectors for the venues of the E.C.o.C.). Value in excess of 50,000 euros.
- **Olympia Odos** / updating a sponsorship in money (in total 70,000 euros) and communication synergies. Value in excess of 250,000 euros.
- **Hellenic Petroleum S.A.** / As far as the reconstruction of the Eleusis former cinema concerned, the company “Hellenic Petroleum S.A.” has expressed its intention to invest an amount of almost 900.000 euros in the renovation of the first public, closed-type cinema in the history of the city through a sponsorship in-kind. This infrastructure functions as a great legacy for the city of Elefsina owing to the ECoC institution

While the sponsorships’ network is expected to be enriched with additional strategic partners in the immediate future. For finding sponsorships, the company has hired a specialised firm.

Moreover, within the framework of cooperation with Embassies and Institutes, the financial contribution of approximately 10 Embassies for 2023 is being coordinated, for projects of the E.C.o.C., with artists from the respective countries. The final agreements are being finalised during this period.

## Milestones 2022 & 2023

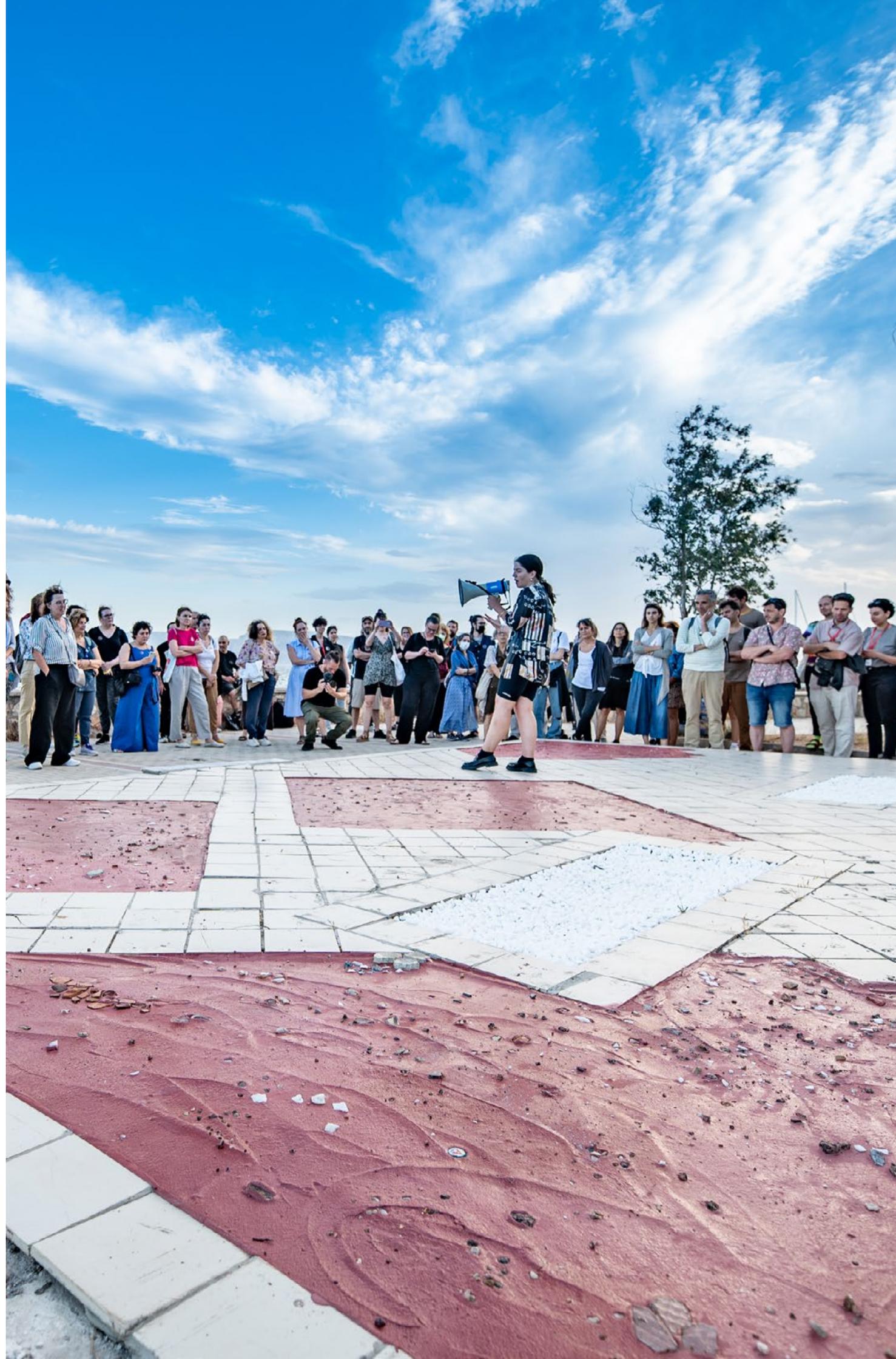
By the end of 2022:

- Organisation of the International Press Conference
- City signage and venues (1st phase)
- Special Campaigns part 1 on air, i.e. #21km
- New site
- Brand Awareness Campaign part 1
- International Coverage

January & February 2023:

- Co-organisation of the Title Award Ceremony
- City signage and venues (2nd phase)
- Special Campaigns part 2 on air, i.e. The sounds of the city
- Brand Awareness Campaign / Advertising campaign on a local, national and international level

# 6. LEGACY PLAN



## 6. LEGACY PLAN

### LEGACY PROGRAMMES

The main objective of 2023 Eleusis programme is the strong **Tangible and Intangible Legacy**, namely the building of a new cultural identity of Elefsina, through the following two axes:

**A. Creation of new cultural infrastructure** - we are pleased to share the achievement of the ECoC Legacy for which both the 2023 Eleusis team and the Municipality of Elefsina are proud (ch.Capacity to Deliver). In a city which had zero indoor cultural infrastructures at the time of the ECoC title designation, the city will be given before the end of the title year 3 landmark indoor cultural infrastructures (**Old Oil Mill Stone Warehouses, IRIS, Cine-Eleusis**) and two smaller ones (**Old City Hall, Old Canteen**) which will host the programmes of the intangible legacy, while **OASIS**, an abandoned former campsite and one of the few green areas of the city, activated by ECoC in September 2022, and which is in the process of transferring ownership to the Municipality of Elefsina, as the recent cultural activation leads the Municipal Council to decide on the purchase of this area from the National Bank of Greece (NBG). Meanwhile, **on the occasion of the artistic project of ECoC, the City Clock Tower** was designated as a **Modern Monument** and is added to the Cultural Heritage of Elefsina. Furthermore, in the context of the overall development of the city and with a view to young people, the ECoC is going to implement the **first skatepark** in the wider area, as part of modern cultural assets.

**B. Strengthening and expanding existing and introducing new institutions / intangible cultural infrastructures** as listed below:

1. **Capacity Building and Applied Innovation Centre**
2. **The Invisible Map**
3. **Performing Arts Initiator - Narrative Archeology**
4. **Free University of Elefsina- IN SITU**
5. **Academy of Choreography U(R)TOPIAS**
6. **Culture 2030 Meeting**
7. **SYNIKISMOI - A FESTIVAL**
8. **Visual Arts Initiator**
9. **Ecoculture Festival**
10. **Aeschylus Project**
11. **Cine Eleusis: IN SITU realities**
12. **(Sacred\*) Sea Route**
13. **Ordinary Mysteries (Nights of Slowness, Clock Tower Voices, Wall Poetry)**
14. **Voices of Elefsina**

90% of these activities were carried out on a pilot basis during the "TRANSITION" years - from 2017 to 2022. They were tested before their complete presentation during the title year, in order to mature in dialogue with the place (locus) and be able to exist as fully developed/self standing events.

In addition, in the framework of the project "**The value of the Capacity Building Programme in Culture**" to be carried out in cooperation with the organisations CREARE Social (NL), Symbolo (GR), the ECoC team, citizens, policymakers, cultural organisations and artistic groups will participate together to formulate a bottom up strategy of (cultural) transformation of the city of Elefsina, after the end of the European Capital of Culture (ECoC). The primary objective of the project is the

ongoing evaluation of the impact (cultural and social) of the ECoC and the proposal for methods for its future use through a Legacy Roadmap, which will be attached to the update of the city's cultural strategy. At the same time, the implementation of this project will reinforce self-assessment, impact assessment and participatory planning practices through a value-based methodology for different stakeholders.

During the years 2017-2022, the Municipality of Elefsina has strengthened its international partnerships by **participating in European programmes, for example URBACT III - "URB -EN ACT"**, which aims to define a local action plan for the implementation of a local and sustainable energy balance, reinforcing the strategic objectives of 2023 Eleusis programme. Furthermore, the ECoC has focused on participation in European programmes as mentioned in the Annex 5, while it has invested in strategic **partnerships with European city networks** such as Pilot cities, ECoC Family, Culture Next Network, Fab Lab network, ECoCs sustainability and volunteering informal networks etc. (The objective will be to involve permanent staff of the Municipality of Elefsina in these initiatives).

The impetus for the creation of **the 2023 Eleusis Volunteer Programme** is the creation - in the long term - of a sustainable voluntary service. For this reason, the Volunteering Charter was adopted, which received the unanimous approval of the City Council. It is essentially the Practical Guide for those who are in any way interested in connecting with the implementation of 2023 Eleusis programme. With the training provided to them under the Programme and the experience they will gain during the course of the title, they will become the driving force for creating added value for the community in the future.

Finally, through the implementation of the **Capacity Building and Applied Innovation Centre**, which facilitates the sustainable development of the Greek cultural and creative sector and especially that of Elefsina and the wider region, as well as the development of the social capital of the community, 2023 Eleusis creates a fully equipped digital and analogue fabrication/manufacturing laboratory and develops open-source toolkits and methodologies that will serve as a guide for future generations of young creators, cultural and creative professionals, local associations and schools that want to start / continue their careers in cultural and creative production as well as applied innovation.

### FINANCIAL SUSTAINABILITY

The Municipality of Elefsina, its Legal Entities (PAKPA, KEDE), as well as the 2023 Eleusis organisation, have agreed through the **Legacy Agreement**, in the specialisation of the artistic projects-institutions of 2023 Eleusis, which will continue in the coming years, with the final selection decisions being postponed for the first half of the title year. Apart from the tangible Legacy, there will also be a specialisation for the reception and management of the intangible legacy of the institution. More specifically, the Municipality of Elefsina and its currently active cultural institutions, agree to manage in the most correct and effective way and for the common interest, the material/tangible and intangible Legacy of the ECoC institution, will be based on successful practices of other Legacy organisations, depending on the proximity and compatibility of each of its elements with the operational action plans of each stakeholder.

Legacy Programmes have already been included in **the European Recovery and Resilience Fund** as well as in **Co-financed Projects**. Thus, their continuity is guaranteed

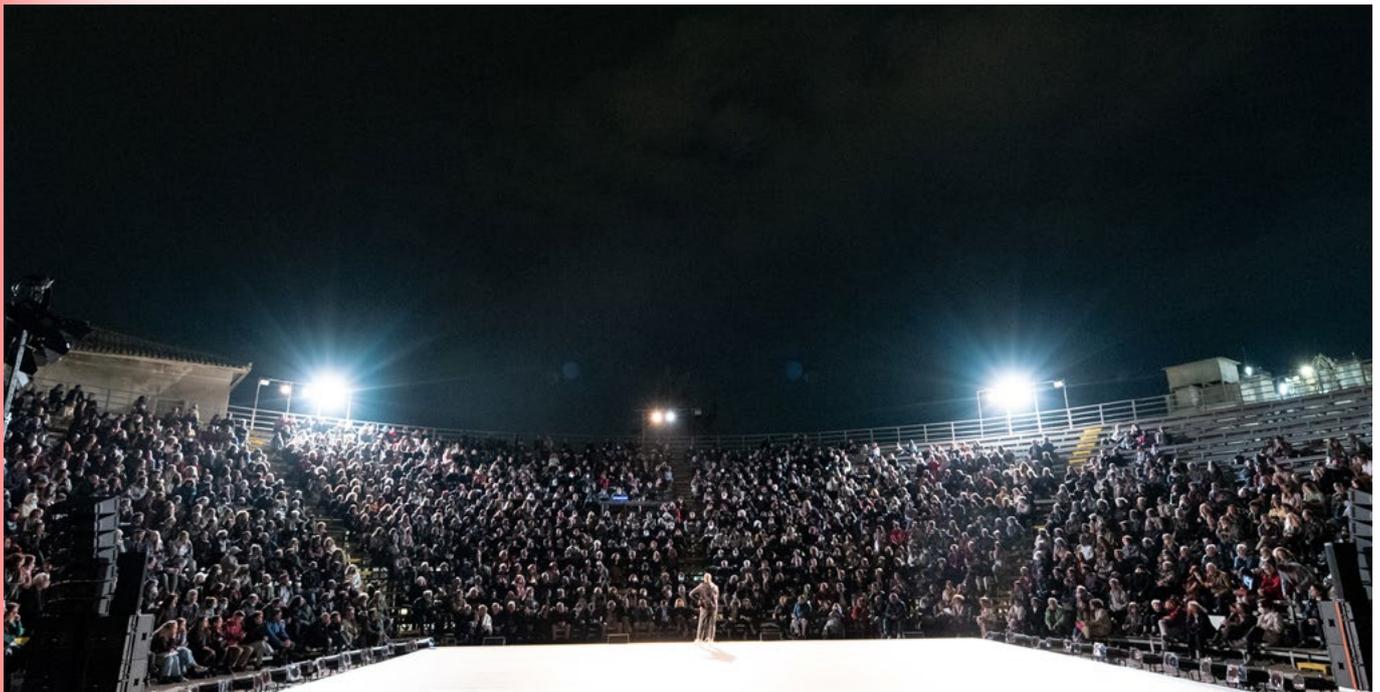
to a certain extent, since their financing is guaranteed even after the title year. The Municipality of Elefsina had also committed in the bidbook (2016) to increase the expenditure on culture from 5.6% to 10% of its budget, to approximately EUR 2,000,000 per year. This is a commitment, which we are making a systematic effort to fulfill, while it is noted that the awarding of the Melina Mercouri Prize **could significantly enhance the final plan of a sustainable legacy of the city of Elefsina** in an increasingly challenging environment in the field of public finance (natural disasters, war on the Ukrainian front, energy crisis and consequent economic hardship, redirection of resources to meet humanitarian needs, etc.).

The **Region of Attica**, apart from the fact that it participates as the main financier of the ECoC institution - and participates through its representative in the Board of Directors of 2023 Eleusis - decided to increase its financial contribution to the project after the postponement of the title year (from 2021 to 2023) by approximately EUR 800,000. In fact, it also intends to actively participate in the direct financial support of the Eco-culture Festival for 2023, by financing individual artistic activities. In this context, we believe that the Region of Attica, and in order to reap the benefits of significant aid, but mainly the implementation of the ECoC in its territory - which upgrades it in offering high cultural and tourist products - will decide on the

part of the legacy, which it wishes to finance through special budgetary funds.

### ELEFSINA AS A CULTURAL DESTINATION

The Municipality of Elefsina has, since November 2020, set up a special Deputy Mayor for Tourism Development and International Relations. The main priority of this deputy mayor is to **formulate the tourist strategy of the city for the first time, in particular in the light of the objectives of 2023 Eleusis**. In this context, the development of the pillar of tourism may be a source of increasing the revenue of the city, an increase of the added cultural value, with the direct consequence of the supply and support of the artistic projects of the ECoC legacy, if it is an incentive, the main reason for the visit and the tourist traffic to our city are the artistic events of the ECoC during the title year. It is noted that the study on the Tourism Strategy of the Municipality of Elefsina showed that the main reason for visiting the city are the cultural activities. It becomes apparent that the ECoC and its programme act as a lever for promoting the city, attracting visitors and cultural operators, and its legacy guarantees tourist flows to the city of Elefsina in the coming years.



# 7. ANNEXES



**ANNEX 1 ELEFSINA CULTURAL STRATEGY AND 2023 ELEUSIS IMPACT**

**1. Strategic Goal: The utilization and enhancement of cultural activities**

**2023 Eleusis indicative examples of influence**

**General Objective: Leverage & Promotion of cultural heritage**

**1.1 Specific objective**

*Development, promotion and showcasing of places of cultural interest*

Aiming to highlight and present emblematic places of cultural heritage such as the **Archaeological site**, through screenings, visual and performing arts works. - One of the main programmes in this direction is **Mystery\_20 Performing Arts Initiator - Narrative Archaeology**, an interdisciplinary artistic work, based on innovative tools for a unique archaeological experience, exclusively for the visitors of the archeological site. - Two flagships events will be presented inside the Archaeological Site as site-specific performances, inspired by the site of Eleusenian Mysteries: **Mystery\_14 Human Requiem in Eleusis** by Johen Sandig and Sasha Waltz, is a site-specific re-creation of Human Requiem, a work based on Johannes Brahms' *Deutsches Requiem* (A German Requiem). This transcendental musical work reflects upon the same existential questions as did the legendary Eleusinian Mysteries, practised for almost two millennia during antiquity. **Mystery\_11 MA**, Romeo Castellucci's new production and creation, is a walking experience/performance specially designed for the city of Elefsina's prominent archaeological site. **Mystery\_2 Clock -Tower Voices**, a project that was launched during Covid-19 social distancing period, coloring the Clock, the monumental landmark of Eleusis that looms above the hill of the Archaeological Site, through a series of in situ performances and interpretations of the most important texts of the Greek Literature by distinguished artists. **Mystery\_62 Night of Slowness**, comfortable gathering of the public in the courtyard of Agios Nikolaos, twice a year with a full moon (harvest moon, the full moon of the sowing) - a emblematic space that was opening only once a year. It is accompanied each time by a lecture, on the theme of Time, by distinguished speakers and is accompanied by appropriate music. The goal is for the Nights of Slowness to become a permanent celebration of the city of Elefsina, in this city landmark

Aiming to highlight and present **emblematic points of cultural heritage such as industrial buildings of the city**, points of archaeological, historical and environmental interest, through the following projects:

**Mystery\_68 STALKER** is a project that features walking routes and urban games co-created in partnership with the local community. Elefsina residents work with cultural heritage managers, tour guides, expert scholars, and artists to develop interactive experiences in the public realm that are an expression of their community, concerning such themes as the environment, industrial archaeology, and more.

The buildings of the **Old Olive Mill Factory**, a landmark of the city's industrial heritage, will be transformed into modern exhibition and performing arts space, highlighting at the same time the Old Olive Mill's architecture and history. Some indicative examples are: **Mystery\_3 Elefsina mon amour** in curation of Katerina Gregos and in cooperation with National Museum of Contemporary Art Athens is 2023 Eleusis's flagship contemporary art exhibition, that will take place in various locations, among which the warehouses of Old Olive Mill. With the installation **Mystery\_44 Heiner Goebbels 7 Columns**, artist and composer Heiner Goebbels is transforming the spacious hall of the Old Oil Mill Factory. With great respect for its post-industrial history, its architecture, and its generous aesthetic, he utilises the elements of light, projection, water, and sound to turn the space into a kind of Telesterion. The outdoor amphitheatre of the Old Olive Mill is also the main venue for **Mystery 35\_Aeschylus Project**, which intends to stimulate the interest in original works of performing arts, in the city where Aeschylus was born - where there is already an interesting tradition in the context of the "Aeschylia Festival". In addition to the special artistic experience that the AESCHYLUS project offers to the residents and visitors of the city, the intention is also to subtly contribute to highlighting places and spaces of the industrial heritage of the city while intending on the development of cultural tourism in Elefsina

**Iris Factory**, the first Greek paint and varnish factory, is another emblematic landmark of Elefsina that will be utilised as major exhibition space. **Mystery\_111 Eleusis Terracotta Army** by artist Juan Sandoval is a large-scale portrait of modern Elefsina and the wider area resulting from the mixture of two local "materials": the clay of the Thrasio Plain and the workers of the area themselves. Juan Sandoval will create and display inside Iris clay work helmets representing workers of the area. The courtyard of Iris old factory will also host various events from concerts to community engagement gatherings.

**Mystery 23\_Cine Eleusis: IN SITU realities** focuses on the moving image, and includes Film and Documentary Festivals, Screenings, Film Workshops, etc. turning the city into an outdoor cinema, but also - beyond that - into a year-round cinematic experience location. The festival mobilizes the city's old landmark cinema, Cine-Eleusis, which was abandoned for many years and will now serve as its main venue.

**1.2 Specific objective**

Continuation and expansion of long-term strategic partnerships with **national bodies** (Ministry of Culture, Municipality of Elefsina, Panteion University, Elefsina Port Authority, National Museum of Contemporary Art, Hellenic Festival of Athens and Epidaurus, Megaron Athens Concert Hall, Greek National Opera), **European networks and organizations** that promote the strengthening of cultural field and participatory cultural governance (Culture Next Network, United Cities & Local Governments, Culture Action Europe, IETM, The Festival Academy).

**Pilot Cities** (2021-2023) - UCLG & CAE- provides guidance to Elefsina in formulating the long-term cultural strategy of the city through the participation of the city's inhabitants. This will be followed by the implementation of the action plan that is under the contracting and implementation phase, which aims to expand and strengthen the cultural development of the city and finally, the monitoring and promotion of the overall project through the pilot cities network.

<p><b>Strengthening cultural governance and creating a cultural body</b></p>	<p><b>Mystery_56 Culture 2030 Meeting</b> is a legacy programme. It started in 2018, creating a natural space for meeting and exchange between actors in the cultural field, both in Greece and in Europe, with emphasis on regional cultural development. The goal is for the programme to expand, both as a networking space and as a platform from which new trends emerge and change begins. In 2023, in addition to the Culture 2030 Meeting, 2023 Eleusis will host other European networking meetings related to strengthening the dialogue on participatory governance, such as the annual CAE's Annual Meeting in Elefsina, <b>Mystery_79 Beyond the Obvious</b> is Culture Action Europe's annual conference that creates a space to rethink culture, to explore its borders and edges and move beyond conventional assumptions, beliefs and practices that impede the contribution of culture to social and economic regeneration at a local, national and European level. BtO enables and facilitates collaboration between actors from different sectors of societies seeking answers to common challenges by putting culture at the heart of public debate and decision-making. Each year, BtO connects the European cultural community with the one of the hosting city in a mutual exchange beneficial to the empowerment of both communities. BtO 2023 will be held in Elefsina, focusing on the theme "Culture and Wellbeing". Active participation in the In May 2023, <b>Mystery_63 Culture Next Meeting</b>, Culture Next Network's annual meeting, will be hosted in Elefsina and will include working sessions, networking and membership activities that focus on active and targeted actions of cultural governance and networking. 2023 Eleusis proceeds with the project "<b>Value of Culture Capacity Building Programme</b>" that proposes a participatory framework that will bring citizens, policymakers, cultural operators and (artistic) grassroots groups to the same table in order to co-develop a bottom-up strategy for the city's (cultural) transformation in the post-ECOC era. The overarching aim is to provide bottom-up input to the assessment of ECOC's potential (cultural and social) impact and suggest ways to exploit it through a transferable <b>Legacy Roadmap</b> that will lead to the city's cultural strategy update, while cultivating self-evaluation, impact assessment and collective decision-making, with a value-based approach, for different stakeholders.</p>
<p><b>1.3 Specific objective</b></p>	
<p><b>Strengthening the promotion of tangible and intangible cultural heritage</b></p>	<p><b>Mystery_29 Elefsina - Raw Museum</b>: The city of Elefsina as an Exhibit introduces the city of Elefsina to the general public. An emblematic exhibition, a flagship project, that presents the visible and invisible history of Elefsina through talking portraits, photographic documents by Greek and international artists, lithographs, rare collectors' exhibits and valuable museum objects. The exhibiton is a rare journey into the mysteries and uniqueness of a city—a timeless reference point for all of Greek history.</p> <p>The <b>Mystery_30 Invisible Map</b> is a multi layered project that for the creation of a Map that composes the entity of a city: it is the Map of exactly WHERE, HOW or WHEN an event happened, narrated through the lived personal experience of its inhabitants. A model action for Elefsina, which will be able to serve as a guide and a model of application for other cities as well, thus highlighting and bringing to a surface their history and micro-history. A visual, dramatic and at the same time historical work, highlighting of the Map of the history of critical experiences -personal or historical- of its inhabitants. The resident or visitor of the city, will have the opportunity to "stumble upon" the city's collective unconscious, the MEMORY of its experience. Something, that playful and subtly increases the historical curiosity of people, local or not.</p> <p>In the city where Aeschylus was born - where there is already an interesting tradition in the context of the "Aeschylia Festival" - <b>Mystery 35_Aeschylus Project</b> stimulates the interest in original works of performing arts, based exclusively on the works of the great Eleusinian tragedians. In 2022- 2023 Eleusis presented the world premiere of the performance Klytaimnēstra by the renowned Belgian group tg STAN and the performance of Aescylus' Persians directed by Dimitris Karantzas, in co-production with the Athens Epidaurus Festival and the Company "The Theater". In 2023, 2023 Eleusis plans to present two new original productions, related to the work of Aeschylus.</p> <p><b>Mystery_189 Myths and Legends of Elefsina: the Mysteries of Clay</b> brings cultural heritage at the forefront in a most tangible way, as it sets up an -ancient style- ceramic workshop and will construct from scratch approximations of city museum artefacts, with respect to ancient ceramic technology, and with the participation of international archaeology students.</p> <p><b>Mystery_9 HerMA HUB: Fostering Communities</b> focuses on the empowerment and the effort to ensure greater involvement by cultural associations of the wider area, in the promotion of their special cultural heritage. The project is a continuation of the participatory workshops attended by Elefsina cultural groups since late 2019. A series of workshops in which representatives of local folklore association will be familiarised with oral history approaches on a practical level, and also trained in qualitative, targeted approaches to their cultural heritage. In addition, a round-table discussion featuring eminent guest speakers from around the world will be hosted in celebration of the European Heritage Days initiative.</p> <p><b>Sacred Sea Way</b> an ECOC initiative realised in partnership with the Elefsina Port Authority – is an experiential and cultural heritage maritime voyage. Taking in remarkable historical events and landmarks (the waters where the Battle of Salamis was fought, the Throne of Xerxes, the island of Salamis – homeland of Ajax, Ancient Eleusis – birthplace of Aeschylus, the site of the Eleusinian Mysteries, and more), as well as the industrial sprawl, this maritime experience – an initiatory rite of passage through the abatons [sacred precincts off limits to the uninitiated] of the area – seeks to spotlight a misunderstood and underexposed part of Attica.</p> <p><b>Flagship Events</b> - large-scale art installations, site-specific performances, musical events that take place inside cultural heritage sites of the city.</p> <p>The ECOC's <b>Communication Strategy</b> is focused on the city and its specific characteristics, introducing it both to an external audience and within the city itself and its inhabitants, under a different perspective. At the same time, its main goal is to promote Elefsina as a tourist destination of special interest. In order to strengthen the relationship of the ECOC with the local community, but also to highlight the wealth of the city to the general public, the hashtag #MeetElefsina was created, where, through photographs and informative descriptions, the public is presented with hidden treasures, but also important landmarks of modern Elefsina. Also, the hashtag #MythologyStories was created, which presents the ancient myths that accompany the long ancient history of Elefsina and the Elefsinian Mysteries.</p>
<p><b>2. Strategic Goal: Strengthening cultural infrastructure and the capacity of the cultural sector</b></p>	
<p><b>2.1. General Objective: Promotion of Elefsina as an international cultural center</b></p>	
<p><b>2.1.1 Specific objective</b></p>	

<p>Highlighting the city's cultural activities as international cultural events</p>	<p><b>137 European and international stakeholders</b> are part of our artistic programme from more than <b>30 countries</b> such as Serbia, USA, Austria, UK, Italy, France, Czech Republic, Croatia, Denmark, Spain, Lithuania, Germany, Sweden, Romania, Hungary, Ireland, Netherlands, Colombia, Portugal, Belgium, Poland, Cyprus and Japan. Most of our international partners were motivated to collaborate with a local partner for administration, production and community needs.</p> <p>Establishing new international projects and ensuring their continuation, such as <b>SYNIKISMOI - A Festival</b> that activates different neighborhoods of the city with the active participation of residents and local grassroots associations. The goal of the title year is to unite all the "Neighbourhoods" in one celebration, through hosting international and national artists and artistic groups. The following legacy projects will continue highlighting the city's cultural activities and strengthening its extroversion, transforming Elefsina into an international cultural hub:</p> <p><b>1. Capacity Building and Applied Innovation Center 2. Mystery_30 The Invisible Map 3. Mystery_20 Performing Arts Initiator - Narrative Archaeology 4. Mystery_7 Free University of Elefsina- IN SITU 5. Mystery_59 Academy of Choreography U(R)TOPIAS 6. Mystery_56 Culture 2030 Meeting 7. SynikismoI - A Festival 8. Mystery_19 V.A. Initiator 9. Ecoculture Festival 10. Mystery 35_Aeschylus Project 11. Mystery 23_Cine Eleusis: IN SITU realities 12. Sacred Sea Way 13. Ordinary Mysteries 14. Mystery_37 Voices of Elefsina</b></p> <p><b>Internationalisation of existing cultural activities</b> - International Collaborations as part of <b>Aeschylia Festival</b> in fields such us visual arts, dance, theater, as well as promoting more international cooperations of already existing structures such as <b>Mystery 40 Attiko School of Ancient Greek Drama</b>, <b>Mystery 9 HerMA HUB: Fostering Communities</b>. Active participation of renowned international artists and curators such as Romeo Castellucci, Heiner Goebbels, Sasha Waltz &amp; Jochen Sandig, Theodor Currentzis, Katerina Gregos, Eleni Karaindrou and Nikita Milivojević are further reinforcing the international dramaturgy of our programme.</p> <p>2023 Eleusis establishes <b>close colaborations with embassies</b> of the countries that are being represented in its artistic programme in order to promote the relative projects through their channels, as well as offer their support or sponsorship. In particular, collaborations have already been established with the the embassies of France and UK, Austria as well as the French Institute and the British Council and we are under discussions with the embassies of Hungary, Romania, Belgium, Luxembourg, Netherlands, Austria, Germany, Italy, Spain, Czech Republic, Germany, Portugal, Serbia and Japan.</p>
<p>2.1.2 Specific Objective</p>	
<p>Networking with international cultural institutions</p>	<p>Continuation and expansion of collaboration with European networks and organisations such as <b>Culture Action Europe</b>, <b>The Festival Academy</b> (an initiative of the European Festival Association), the <b>Culture Next Network</b>, <b>United Cities and Local Governments</b>, the <b>International Network for Contemporary Performing Arts – IETM</b>, <b>Circostrada – European Network for Street Arts and Contemporary Circus</b>, the <b>In SITU European Platform for Artistic Creation in Public Space. On the Move</b> and the <b>Fab Lab Network</b>.</p> <p><b>Spring Forward</b> - the annual platform/festival of the Aerowaves network, for the promotion and presentation of contemporary dance works, performed in Europe by young and emerging choreographers. More than 100 artists are participating in Spring Forward, with 25 contemporary dance performances. In 2022 Spring Forward took place in Elefsina for the first time in Greece, hosting 25 performances from 16 countries in unique venues of the city with the participation of more than 100 choreographers and dancers from Europe and Asia, attracting the interest of more than 150 dance programmers but also lovers of contemporary dance.</p> <p>Ongoing cooperation with the ECoC Family, participating in all the initiatives. Targeted meetings with ECoC sister cities, <b>Timisoara 2023 and Veszprem 2023</b>, on the possible co-productions and exchanges of local artists, professionals, collectives; the exchange of common themes in the artistic planning of ECoCs, the exchange and joint planning of training programmes and residencies, as well as the exploration of legacy as a common reflection, seeking the institutional framework and the procedures, always taking into account the particularities and the aspirations of each ECoC.</p> <p>Furthermore, <b>unofficial ECoC Volunteer Coordinators Network</b>, <b>Sustainability Network and International Managers monthly meetings</b> are launched, a space for the exchange of information and experiences, aiming at exchanging methodological tools and good practices.</p> <p>Active participation in the <b>Culture Next Network</b> with participation in the Board of Directors of the network and planning in collaboration with the Cluj Cultural Center and the other members of more active and targeted actions of cultural governance and networking. In May 2023, <b>Mystrery_63 Culture Next Meeting</b> will be hosted in Elefsina and will include working sessions, networking and membership activities. Particular focus on the international open call for proposals resulting from organizations active in previous, current and upcoming ECoCs, but also cooperation with the ECoC Family to promote the open call.</p> <p>Atelier for Art &amp; Production Managers (2021) in collaboration with The Festival Academy - an initiative of the European Festivals Association – EFA- is a training programme for 26 participants focusing on the Balkans and the Mena Region, on festival curation, production and organization, which aims to enhance dialogue, networking between festival organizers and artists and festival planning. In 2023, <b>Mystery_45 Atelier Elefsina 2023</b> will offer the opportunity to up to 35 young festival managers from all over the world to spend 7 days together with a group of young and experienced festival leaders, cultural activists, cross-sector experts and artists in Elefsina, to have a global conversation about today's challenges and the role that festivals, art and culture can play.</p> <p><b>Mystery_79 Beyond the Obvious</b> (BtO) Conference is Culture Action Europe's annual conference enables and facilitates collaboration between actors from different sectors of societies seeking answers to common challenges by putting culture at the heart of public debate and decision-making. Each year, BtO connects the European cultural community with the one of the hosting city in a mutual exchange beneficial to the empowerment of both communities. BtO 2023 will be held in Elefsina, focusing on the theme <b>“Culture and Wellbeing”</b>.</p> <p><b>Mystery_56 Culture 2030 Meeting</b> is a legacy programme that will continue in the coming years. It started in 2018, creating a natural space for meeting and exchange between actors in the field culture, both in Greece and in Europe, with emphasis on regional cultural development. The goal is for the programme to expand, both as a networking space and as an platform from which new trends emerge and change begins.</p> <p>International collaborations have been established in the framework of <b>European Projects</b> (Creative Europe, Horizon, Erasmus +). In particular Eleusis 2023 is a partner at the projects HERITACT (Horizon), Ulysses: Europeam Odyssey (Creative Europe), Culture Next (Creative Europe), Act for Global Change: a global conversation from the arts to the world (Creative Europe), MOVE &amp; ACT : Empower Youth through Entrepreneurial and Digital Skills (Erasmus +)</p>

	<p>We are closely collaborating with the <b>EU-Japan Fest Japan Committee</b> to promote artistic exchange between local and Japanese artists. We have already presented two residency projects at Spring Forward Elefsina 2022, and we are continuing our collaboration with the Japanese art scene. In 2023, we are continuing our collaboration through such projects as <b>Mystery_91 Magnetic Dance</b>, <b>Mystery_8 European Eyes on Japan</b> and <b>Mystery_169 If the Wind Blows</b>.</p>
<p><b>2.1.3 Specific Objective</b></p>	
<p><b>Upgrading the city of Elefsina in the consciousness of visitors</b></p>	<p>The whole artistic programme provides different motives to artists to be inspired by Elefsina, thus presenting invisible or misunderstood aspects of the city. They leave behind a legacy of real acquaintance with the city, which can undoubtedly contribute to the overcoming of the stereotypes that accompany it, and to the establishment of a new image for it. All <u>networking, route and mapping activities</u> operate in the same direction, as they help everyone to get to know the city better. Examples of such works are documentaries and films (<b>Mystery_31 The Eleusinians</b>, <b>Mystery_23 Cine Eleusis: IN SITU realities</b> and other documentaries or fiction movies created within this programme), the wider section <b>Memory as a City</b> (including projects such as <b>Mystery_30 The invisible map</b>, <b>Mystery_32 OPEN ELEUSIS – One documentary film, many histories</b>, <b>Mystery_15 Living Museum</b>) the programmes <b>SYNIKISMI - A Festival</b> and <b>RefuGe</b>, the project <b>Mystery_68 STALKER</b>, and the Flagship Project <b>Mystery_29 Elefsina-Raw Museum</b>.</p> <p><b>Development of city's touristic strategy</b> creates a source of increasing the revenue of the city, an increase of the added cultural value, with the direct consequence of the supply and support of the cultural life of Elefsina. It becomes apparent that the ECoC and its programme act as a lever for advertising the city, attracting visitors and creators, and its legacy upgrades Elefsina in the consciousness of visitors and guarantees visitor flows to the city of Elefsina in the coming years.</p> <p>Develop <b>"Visit Eleusis"</b> that advertises the city, its attractions and artistic events taken place in our city and neighbouring areas.</p> <p>New advertising campaigns concerning "Visit Eleusis" were hosted in central metro stations for the first time. Moreover, there is close cooperation between ECoC and the Tourism Department of the Municipality, which indicatively pertains to joint promotion synergies through joint articles on big touristic media (such as the "2Board" magazine of the Eleftherios Venizelos Airport), participation in big tourism expositions of the country in a common booth, among other common actions.</p> <p>Through the new webpage "Visit Eleusis", a new map is created on which infrastructures, restaurants and hotels of the city are presented, in order to, on the one hand, make touring the city easier for its visitors and to showcase local professionals, on the other. There is close cooperation with the Municipality's Tourism Department and the Audience Development Department (provision of information in relation to the city's dynamic).</p>
<p><b>2.2 General Objective: Strengthening cultural structures &amp; Capacity Building of the city's creative sector</b></p>	
<p><b>2.2.1 Specific Objective</b></p>	
<p><b>Strengthening and expanding cultural structures</b></p>	<p>Under the framework of Aeschylia Festival, with the aim of strengthening and internationalizing the local cultural infrastructure, ECoC continues to support the city's long tradition in visual arts installations, presenting in situ works for the years 2022-2023. It is also important, in the city where Aeschylus was born - where there is already an interesting tradition in the context of the "Aeschylia Festival" - to stimulate the interest in original works of performing arts. This shall be achieved through the action <b>Mystery_35 Aeschylus Project</b> establishing in principle a dialogue of creators. In addition to the special artistic experience that the AESCHYLUS project offers to the residents and visitors of the city, the intention is also to subtly contribute to highlighting places and spaces of the industrial heritage of the city while intending on the development of cultural tourism in Elefsina.</p> <p>Continuing and strengthening existing institutions such as: Attiko School of Ancient Greek Drama and HerMA Hub as legacy programmes. <b>Mystery_9 HerMa Hub: Fostering Communities</b> is a continuation of the participatory workshops attended by Elefsina folklore associations and run by the HERITAGE, an organisation that implements projects in the area the last decade. <b>Mystery_40 Attiko School of Ancient Greek Drama</b> is a school for ancient Greek drama training and practice, established in Elefsina back in 2012. Its cultural contributions now continue by means of a 2023 Eleusis programme – a school, open to all, offering a space for learning, dialogue, and artistic expression, and boasting eminent guest lecturers from Greece and around the world.</p> <p>Creating new cultural infrastructures as described in the ch. Legacy such as <b>Ecoculture Festival, Synikismoi - A Festival, Capacity Building and Applied Innovation Center, Sacred Sea-Route, Sacred Sea-Route, Mystery_30 The Invisible Map, Mystery_59 Academy of Choreography U(R)TOPIAS, Mystery_56 Culture 2030 Meeting, Mystery_7 Free University of Elefsina- IN SITU, Mystery_19 V.A. Initiator, Mystery_20 Performing Arts Initiator - Narrative Archaeology, Mystery_23 Cine Eleusis: IN SITU realities, Ordinary Mysteries, Mystery_37 Voices of Elefsina</b> is a transmedia community project focusing on radio broadcasts. The aim is to create an experimental radio station belonging to the local Elefsina community – contributed to and run by them in the Old Railway Station. Through a series of participatory artistic actions, as well as experiential and transdisciplinary workshops, Voices of Elefsina will spur the development of an open space where city residents can make their voices heard.</p> <p><b>Mystery_68 Stalker</b> is a project that features walking routes and urban games co-created in partnership with the local community. Elefsina residents work with cultural heritage managers, tour guides, expert scholars, and artists to develop interactive experiences in the public realm that are an expression of their community, concerning such themes as the environment, industrial archaeology, and more. The local community will be able to continue implementing these walking routes in the city.</p>
<p><b>2.2.2 Specific Objective</b></p>	
	<p>Design and implementation of the basic legacy programmes, <b>SYNOIKISMI - A Festival, Mystery_56 Culture 2030 Meeting, Mystery_19 V.A. Initiator</b> and <b>Mystery_59 U(R)TOPIAS Academy of Choreography</b> establishing Elefsina as a meeting point for professionals in the field of culture and for the acquisition of know-how in specialized issues related to their professional practice, but also as a center for contemporary art with an emphasis on visual installations, site-specific and relational works, documentary projects and, generally, encouraging artists to experiment and create, using the city as material, both in terms of its environment and its society.</p>

<p><b>Strengthening the cultural profile of the city</b></p>	<p><b>Mystery_66 Voices in the City</b> - a series of public actions-interventions in the city by the <b>Culterra group</b> (former Youth Labs hosted by the ECoC), in order to highlight issues that concern them. The aim is to create a common space for reflection and assertion, a space for discussion, exchange of views and ideas by and for the young people of Elefsina. To date, the group's actions include, indicatively, the creation of a park for people of all ages for skateboarding, rollerblading and BMX biking, the first Pride parade in Elefsina and a first mapping of new artists (professional and non-professional) of Elefsina and the wider area.</p> <p><b>Music Mysterics</b> - include a series of music events aimed at expanding the music profile of the city, strengthening local bands of all musical genres, and professionals, while also enhancing life in public space through the spread of activities throughout the city and the activation of new spots (parks, squares, neighborhoods). Especially for small-scale works, a promotion and dissemination platform is created, entitled "Elefsina System," which functions as an expression platform for independent artists, while also activating indoor and outdoor spaces in the city. An important element of this programme is represented by activities in collaboration with local musicians and professionals from the music industry. It includes mini-concerts, live or pre-recorded, and the production of original music. exclusively by local artists (<b>Music and the City</b>).</p> <p>Collaboration with local associations and clubs of the area, in order to create new local institutions: <b>Mystery_23 Cine Eleusis: IN SITU realities</b> - Elefsina's Cinema Club - a film festival with films that are inspired by or have been produced in Elefsina/by Elefsinians, of all genres and approaches, or by Industry or archeology/archaeological sites. <b>Mystery_170 Eleusis Still</b> - Elefsina Photography Club - an original photographic project, whose central theme is Elefsina's relationship with the environment and, specifically, the photographic capture of aspects of the Environment and Ecology in Elefsina.</p> <p><b>Mystery_180 Culture Lab</b> - a capacity building program which consists of two modules: a) Cultural Production, targeted to current producers of cultural events or organizations, but also those who are interested in cultural production or are involved in it at an amateur level and b) Organizational Development, targeted to workers in the cultural sector, creative industries practitioners, future workers in the cultural sector, artists, architects &amp; designers, graphic designers, musicians, fashion designers and Information technology sector. The main goal is to strengthen and build expert and experience-based capacities of stakeholders within the cultural sector and wider local community in order to facilitate efficient and sustainable action in the fields of cultural and creative industries.</p>
<p><b>2.2.3 Specific Objective</b></p>	
<p><b>Showcasing &amp; promoting new artists</b></p>	<p>One of the main strategic goals of 2023 Eleusis is to give time and space to emerging artists to create site-specific works in Elefsina, transforming the city into a regional centre for cultural education and creativity through models of innovative actions, offering residencies, training and practical learning programmes, platforms and networks. Some examples that have already started are the following:</p> <p><b>Mystery_19 V.A. Initiator</b> is an international residency programme for visual artists that started in 2018 in collaboration with the Museum of Contemporary Art of Vojvodina (Novi Sad). In 2022, the design of the programme was undertaken by institutions that are active in Greece in the field of visual arts residencies, in order to form a curatorial team that will undertake the creative initiation of young artists in Elefsina, and the presentation of their new works. In 2022, the polish curator Joanna Warsza is scheduled to take over the curation of the programme.</p> <p><b>Mystery_59 U(R)TOPIAS Academy of Choreography</b> in collaboration with the Aerites Dance company is an arts initiative rooted in dance creation and composition, and the exchange of knowledge and experience through an extensive cycle of workshops – is seeking to partly fill the gap of educational opportunities available to emerging choreographers. It is an arts project that combines research, experimentation, and artistic output with information, know-how, and tools offered up to its participants by eminent guest mentors – choreographers and professionals from the arts sector, historians and art theorists and others. The first cycle with 15 participants-emerging choreographers has been completed and the second with the 6 emerging choreographers that passed into the next phase, will take place during November 2022-July 2023. The six emerging choreographers will present six original site-specific works in Elefsina public space as a result of the overall process.</p> <p><b>Mystery_20 Performing Arts Initiator - Narrative Archaeology</b>, an interdisciplinary research and representational project, explores ways to highlight the interactivity of archaeological sites with the help of the Performing Arts. The projet includes an artist residency programme in the field of performing arts, with works to be presented during the title year.</p> <p><b>Mystery_139 Alienation</b> - Elefsinian photographer Vangelis Gkinis - creates a project on the diseases and health conditions caused by modern professions, presenting a portrait of modern labor, characterized by wear and tear, after research conducted in Elefsina and other parts of Greece.</p> <p>The <b>Culterra group</b> (former Youth Labs), through a series of public events/interventions in the city, which take place as part of the action <b>Mystery_66 Voices in the City</b> by 2023 Eleusis , highlights issues concerning the young people of the city, showcases the work of young artists from the Thriasio Plain, while developing the skills and collaborations of its members. The group's actions include a first mapping of emerging artists (professional and non-professional) of Elefsina and the wider area and "Meet n' Greet gatherings with these local artists at Elefsina Old Railway Station that is beeing transformed into a community hub. Lastly, <b>Mystery_154 Live Music Acts</b> gives the stage to emerging artists and groups both from the national and local scene and, lastly, <b>Mystery_10 Genia17</b> invites local hip hop artists to present new tracks inspired by the SDGs.</p>
<p><b>3. Strategic Goal: The development of a sustainable urban economy</b></p>	
<p><b>General Objective: Creating a sustainable local economy &amp; employment</b></p>	
<p><b>3.1 Specific Objective</b></p>	

<p><b>Developing the creative economy</b></p>	<p><b>ΑΕΕVΣΙΣ INNOVATION LAB by 2023 Eleusis</b> - the applied innovation strand of the Capacity Building and Innovation Center is based in the Digital Fabrication Laboratory (Fab Lab) which focuses on the applied training in contemporary manufacturing technologies and art production, with an emphasis on digital technologies. It will include a fully equipped digital construction workshop, with state-of-the-art equipment for constructions ranging from 3D reproduction and standard constructions &amp; everyday objects, to interactive objects and digitally made garments and patterns, ceramics workshop with analog tools and 3D ceramic printer, digital video editing lab. Around this infrastructure, an action plan is structured that will include:</p> <p>a) Training / capacity building programmes for different ages and directions of knowledge, and for vulnerable groups, while focus groups and workshops will be developed with special professional groups in the area to identify their possible special needs and plan appropriate actions accordingly (e.g. <b>Mystery_201 Fabricated Worlds, Mystery_101 Ceramics 1.0 - 4.0 / Workmanship of Risk , Mystery_181 Ceramics 1.0 - 4.0 - the Art of Ceramics</b>).</p> <p>b) Public events and networking actions with other laboratories of this type from Greece and abroad (<b>Mystery_53 Eleusis Making Innovation</b>),</p> <p>c) Artistic actions with emphasis on the art-technology relationship (e.g. <b>Mystery_64 Print Your City, Mystery_160 New Earth Layer</b>). Also, we are starting a series of workshops for all 1st grade students in Eleusina and the surrounding municipalities, through <b>Mystery_54 Mobile Lab</b>.</p> <p><b>Downtown Creatives</b> - an overall programme strengthening and developing the creative ecosystem of the city, including:</p> <p>a) the promotion of the city's creative professionals through video interviews, open studio days, presentations, and events, as well as a constant presentation on our website (<b>Design Dialogues</b>)</p> <p>b) implementing a series of seminars and skills-development/capacity building programmes specially designed for creative businesses, such as management and marketing, copyright, fees, networking and sales promotion, as well as practical skills related to photography, cinema, website and eshop management, etc. (in the context of <b>CBAIC</b>) &amp; Continuing with crafts programmes, Downtown Creatives ^ combine traditional art forms and crafts (weaving, ceramics and pottery) with new, innovative and experimental forms of production and artistic expression. Traditional weaving and folklore patterns meet contemporary fashion, upcycling and digital embroidery; contemporary designers produce exclusive high-end products inspired by local tradition, while local ceramic artists or pottery professionals combine their craft with clay 3d printing.(<b>Mystery_75_Weaving 1.0, Mystery_189 Myths and Legends of Elefsina, Mystery_101 Workmanship of Risk 1.0 - 4.0</b>)</p> <p>c) the production of original high quality objects which will be available in ECoCs shop (<b>Mystery_18 Design Objects</b>)</p> <p>The plan is completed by actions concerning music professionals, namely <b>Mystery_36 Music, musicians and the city</b> that aims to strengthen the local music industry, through the engagement of musicians, production companies, music studios and other creative professionals in a project including the release and promotion of a fully local and original LP.</p> <p>The <b>Ecoculture Festival ^</b>- aligned with the principles of the New European Bauhaus, introduces an amalgamation of traditional participatory practices related to promotion of eco-sensible production and agriculture and harvest preservation among others: More specifically, <b>Mystery_41 Design Campus</b> invites professionals and inhabitants to work together in order to create a <u>Sustainable Urban Development Centre</u> at the OASIS former camping site, through the creative synthesis of the expertise of spatial planning professionals (architects, urban planners) with the lived experiences and contemporary needs of the residents of the city of Elefsina. If achieved, this Centre, in constant exchange with the Innovation Lab can provide local creatives a constant connection to the future of the creative sector.</p> <p><b>Mystery_23 Cine Eleusis: IN SITU realities</b> focuses on the moving image, and intends to fortify the cinema industry in the area through the development of more than 10 new documentaries inspired by the city, as well as masterclasses from important directors/producers for students/new professionals, and educational programmes for children and youngsters.</p>
<p><b>3.2 Specific Objective</b></p>	
<p><b>Encouraging and improving communication between residents &amp; business owners</b></p>	<p>Encouraging local businesses and industries to contribute to cultural activities and to cultural infrastructures as well as encouraging all our partners to be in close collaboration with local businesses for all their production and hospitality needs.</p> <p>A broader training for the hospitality industry, including hotels, restaurants, cafés, bakeries, transportation and municipality, in order to be prepared to welcome visitors, and provide them the opportunity to introduce innovative services - if they so wish.</p> <p>A closer look to the Agricultural Sector of the wider area, via a mapping initiative that has been already completed, mentoring and web presentation of the interested farms, and the organisation of open days and other promo events in collaboration with <b>Open Farm Days</b> initiative.</p> <p>Micro-engagement communication initiatives and micro-events inside local businesses.</p> <p>Artistic projects that are held inside local stores, cafes etc. or evn abandoned stores as a way to reactivate them through artistic approach.</p> <p><b>Design Dialogues</b> - a set of actions in the form of presentation/activation of the city's creative professionals, the purpose of which is to open a channel of communication among professionals with each other, between professionals and the city and, of course, if possible, between the public and professionals, outside the narrow limits imposed by their activity within one city in the region.</p>
<p><b>3.3 Specific Objective</b></p>	
	<p>One of our main legacy projects is the establishment of <b>Capacity Building and Applied Innovation Center</b> that focuses on the development of professional skills in local, national, international level, reinforcing the strategic goals of the European Year of Skills 2023. The CBAIC cultural mega-infrastructure, focusing on training, with sub-programmes that will address a) professionals in the cultural and creative professions, b) city dwellers and, more widely, amateurs and c) young people and children. The Center will include a fully equipped digital construction workshop, a cinema workshop, and a sculpture workshop. In the next period, training programmes will be implemented at three different levels (CBAIC):</p>

**Development of professional skills and talents**

**Capacity Building and Applied Innovation Center** - Creation of a cultural mega-infrastructure, focusing on training, with sub-programmes that will address a) professionals in the cultural and creative professions, b) city dwellers and, more widely, amateurs and c) young people and children. The Center will include a fully equipped digital construction workshop, a cinema workshop, and a sculpture workshop. In the next period, training programmes will be implemented through the Innovation and Culture Labs:

**EAEVΣ INNOVATION LAB by 2023 Eleusis**- the applied innovation strand of the Capacity Building and Innovation Center is based in the Digital Fabrication Laboratory (Fab Lab) which focuses on the applied training in contemporary manufacturing technologies and art production, with an emphasis on digital technologies. It will include a fully equipped digital construction workshop, with state-of-the-art equipment for constructions ranging from 3D reproduction and standard constructions & everyday objects, to interactive objects and digitally made garments and patterns, ceramics workshop with analog tools and 3D ceramic printer, digital video editing lab. Around this infrastructure, an action plan will be structured that will include: 1. Training / capacity building programmes for different ages and directions of knowledge, and for vulnerable groups, while focus groups and workshops will be developed with special professional groups in the area to identify their possible special needs and plan appropriate actions accordingly. 2. Public events and networking actions with other laboratories of this type from Greece and abroad, 4. Artistic actions with emphasis on the art-technology relationship. We are also planning to launch a mobile fab-flab in order to approach groups in Elefsina and the surrounding areas.

**Mystery\_180 Culture Lab**-a capacity building program which consists of two modules: a) Cultural Production, targeted to current producers of cultural events or organizations, but also those who are interested in cultural production or are involved in it at an amateur level and b) Organizational Development, targeted to workers in the cultural sector, creative industries practitioners, future workers in the cultural sector, artists, architects & designers, graphic designers, musicians, fashion designers and Information technology sector. The main goal is to strengthen and build expert and experience-based capacities of stakeholders within the cultural sector and wider local community in order to facilitate efficient and sustainable action in the fields of cultural and creative industries.

**Mystery\_58 Capital Connections (CC)** is a comprehensive mentoring and capacity building programme linking the contemporary arts scene in Greece with that in Europe. The aim of this action is to support Greek artists and performing arts organisations that are seeking to advance their activities beyond Greek borders. As part of the programme, participants get to explore what international partnerships mean and involve in essence, and are brought face to face with the ethical, social, and environmental dimensions of such joint global ventures

**Mystery\_59 U(R)TOPIAS Academy of Choreography** - an arts initiative rooted in dance creation and composition, and the exchange of knowledge and experience through an extensive cycle of workshops – is seeking to partly fill the gap of educational opportunities available to emerging choreographers. It combines research, experimentation, and artistic output with information, know-how, and tools offered up to its participants by reknown guest imentors – practitioners and professionals from the arts sector, historians and art theorists and others. The first cycle with 15 participants had been completed and the second with the 6 emerging choreographers that passed into the next phase, will take place during November 2022-July 2023, creating 6 site-specific dance works in Elefsina.

**Atelier for Art & Production Managers** (2021) in collaboration with The Festival Academy - an initiative of the European Festivals Association – EFA- is a training programme for 26 participants focusing on the Balkans and the Mena Region, on festival curation, production and organization, which aims to enhance dialogue, networking between festival organizers and artists and festival planning, the understanding of the artists' vision and the development of new initiatives, new models and working methods. In 2023, the international edition of Atelier for Young Festival Managers will be hosted in Elefsina. **Mystery\_45 Atelier Elefsina 2023** will offer the opportunity to up to 35 young festival managers from all over the word to spend 7 days together with a group of young and experienced festival leaders, cultural activists, cross-sector experts and artists in Elefsina, to have a global conversation about today's challenges and the role that festivals, art and culture can play. The Atelier is about gaining new perspectives, exploring the essence of why and how of festivals in a global context, share and exchange experiences and reflect on the topics that concern the participants.

**Volunteer Training** - In the context of their basic-special training, volunteers will have the opportunity for "selective" training with their free participation in the training programmes offered.

**4. Strategic Goal: The integration of culture in the citizens' everyday life, in the role of the local communities and in the operations of the Municipality of Elefsina**

**General Objective: Integration of culture in the everyday life of citizens**

**4.1 Specific Objective**

Through the following cultural projects, we are aiming at empowering all the different and hidden neighbouroods of the city (the whole city as a theatre stage):

Renamed to **SYNIKISMOI - A FESTIVAL** - A Festival that each year travels to different neighborhoods of the city with the active participation of residents and local grassroots associations. The goal of the title year is to unite all the "Synikismi" (neighbourhoods) in one celebration. As a complex event, it may include theater, music, dance, performances, in situ installations, city interventions, workshops, seminars, etc.

**Light Sculptures** - a series of lighting installations in the public space of the entire city, as gestures of highlighting special spots, both through participatory design actions and through autonomous works of art (**Mystery 89 Elefsina by night, Mystery 147 Red Lights, Mystery 48 Constellations, Mystery 146 Transitions To Light**)

**Music** - Through small-scale concerts at special locations in each neighborhood (**Music Mysteries, Mystery\_154 Live Music Acts etc.**), but also musical journeys in the city's neighborhoods, with the inhabitants as the protagonists (**Mystery 38 Music from the Inside**) the neighborhoods will be filled with music.

**Mystery\_99 The Ark** - after finishing their 3000km pilgrimage, TimeCircus will create a place of Eternal Youth and Culture that is going to function as an open space for the youngsters "of all ages" of the city. The ARK will be accessible, open and free to all social groups. Landship is going to be placed at the center of the cultural park and will be showcased as a "mobile group exhibition", incorporating all the materials and stories collected throughout its trajectory.

<p><b>Development of cultural cores in neighborhoods around the city</b></p>	<p><b>Mystery_57 Climbing over Elefsina</b>, in collaboration with Ki Omos Kineitai &amp; Le plus petit cirque du monde, is a research and artistic creation project that brings together artists from contemporary dance, contemporary circus and music, in order to create artistic events that will explore public and private space, urban planning and the multicultural social fabric of suburban cities. The creation of site-specific artistic events works on the spot, in order for the artists to be as close as possible to the citizens and especially to those who do not often visit cultural places.</p> <p><b>Ordinary Mysteries</b> - Activation of critical landmarks of the city with the intervention of the arts. Discreet diffusion actions within the city, on the way to the title year, performed systematically and with a defined frequency. They are placed in the public space and gradually acquire a character of constant periodicity, like an informal local celebration. The purpose of the actions is to strengthen the character of the city as a stage, which is a basic strategy of the artistic programme.</p> <p><b>Mystery 49 Symposia</b> is an opportunity to meet and eat together with all the communities living in Elefsina and the wider area; to exchange gastronomic traditions, stories, and manners; to come a little closer to each other through our most unpretentious yet most sensuous daily habit. The program aims to foster cooperation and synergy with the city's active folklore associations. Symposia take place in different neighborhoods of the city.</p> <p><b>Mystery_10 GENIA 17</b> includes a programme of murals, mainly in the schools of the Municipality of Elefsina and possibly in other public places. Concerns the creation of a grid of public murals, which will "cover" the city, spatially and thematically, in a very symbolic way and will be harmonized.</p> <p><b>Cells of Culture around Neighborhoods</b> - collaborating with Municipal structures, communities around the city and local associations, in order to carry out a series of educational activities, mainly within their areas, creating cells of culture in their neighborhoods.</p> <p><b>Mystery_32 OPEN ELEUSIS – One documentary film, many histories</b> - Creation of oral history teams in neighborhoods of the Municipality, so that residents may record, document and research unexplored aspects of the modern history of Elefsina, in order to create a participatory monumental unique work of art, which focuses on the history of the city.</p> <p><b>RefuGe</b> - The thematology of RefuGe, which started in 2018, will be completed in 2023 with the performances <b>Mystery_13 I_left, I_left Mikrasia, I_left Pontos</b> which take place in the neighborhoods of the city where people from Pontos and Asia Minor had settled in.</p>
<p><b>4.2 Specific Objective</b></p>	
<p><b>Promoting culture as a decisive factor in strengthening social cohesion, solidarity and the fight against inequality</b></p>	<p>The RefuGe ^ section focuses on the pressing issue of the immigration and refugee crisis in Europe, with the aim of fostering better understanding between European citizens and refugees, and of developing tools for the latter's integration into society. Moreover, this section focuses on the issue of public space, which is proving to be a critical challenge across Europe. The retreat from public space constitutes a major threat to citizen participation, and to the concept of citizenship in general. RefuGe ^ brings public space to the fore, making it a meeting point for people across Europe. The <b>I_left</b> trilogy, <b>Mystery_13 I_left, I_left Mikrasia, I_left Pontos</b> -, conceived and directed by Yolanda Markopoulou tackles the ways in which refugees from the Pontus and Asia Minor changed Elefsina, and in turn gave way to today's refugees who are striving to integrate themselves into both this region and the world. The trilogy of performances is the result of the site-specific interdisciplinary research that lasted six years, a predominantly participatory project with the involvement of refugees, immigrants and their descendants.</p> <p><b>Mystery 49 Symposia</b> - Starting with a long table, a work of modern art and design - built to invite and bring people together in public - designed to bring together, in a participatory process, all the different communities that have experienced migration, enabling them to offer their specialization in the culture of the everyday experience - such as through recipes. The table is presented like a warm and friendly homeland - a small nest of society.</p> <p>Participation of young and adolescent immigrants and refugees in the workshops, gatherings and meetings of the youth group <b>Culterra</b> (former Youth Labs). Through a series of public events/interventions in the city, highlights issues and involving different minorities of the city.</p>
<p><b>4.3 Specific objective</b></p>	
<p><b>Managing the city's development to highlight its history and culture</b></p>	<p><b>Mystery_30 The Invisible Map</b> is in a way the second map that composes the entity of a city: it is the map of exactly where, how or when an event happened, through the lived personal experience of its inhabitants. At the same time, it is a manifesto of what we might call the microhistory of a place. This second map, relying on the familiar geographical/urban map, is inscribed as the intangible map of the city's memory precisely as it is gradually formed and depicted through the personal testimony of its people, through narratives of deeply personal or historical experience. On the basis of "where something happened", it slowly forms a "constellation of points" which are marked on the actual urban topography, displaying there a small sculpture – something like a public sign – providing a reminder or hint that something once happened here. In essence, this constellation of sculpted signs – that is, events in the lives of the inhabitants – which gradually develops and expands to include other memories and other signs, constitutes what we would call "memory as a city".</p> <p><b>Mystery_29 Elefsina -Raw Museum</b> : The city of Elefsina as an Exhibit introduces the city of Elefsina to the general public. An emblematic exhibition that presents the visible and invisible history of Elefsina through talking portraits, photographic documents by Greek and international artists, lithographs, rare collectors' exhibits and valuable museum objects.</p> <p><b>Mystery_32 OPEN ELEUSIS – One documentary film, many histories</b> - a team of artists, historians and anthropologists with the assistance of residents -through a participatory, multi-level and interactive approach- will record, document and research unexplored aspects of the modern history of Elefsina.</p>

## ANNEX 2.1 - FLAGSHIP EVENTS

### MYSTERY 0

#### Mysteries of Transition – Opening Ceremony

Old Oil Mill Factory | Iris Factory | Coastline - 4 FEB 2023



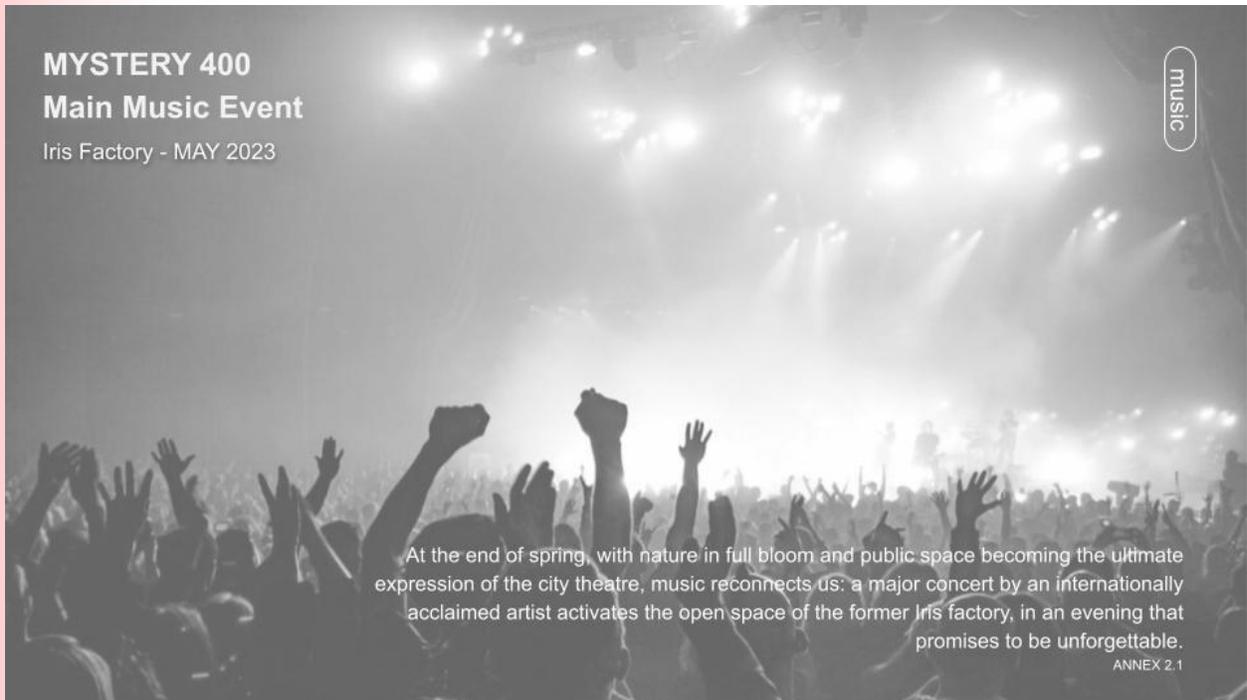
Two conceptions seem to govern, across time, the substance and appearance of Eleusis throughout history: Processions and Verticality (the Axis Mundi), or else, the Upper World and the Underworld. It is on precisely these two concepts that the main action of the Opening Ceremony is based, as event, as deed, or as spectacle.

ANNEX 2.1

### MYSTERY 400

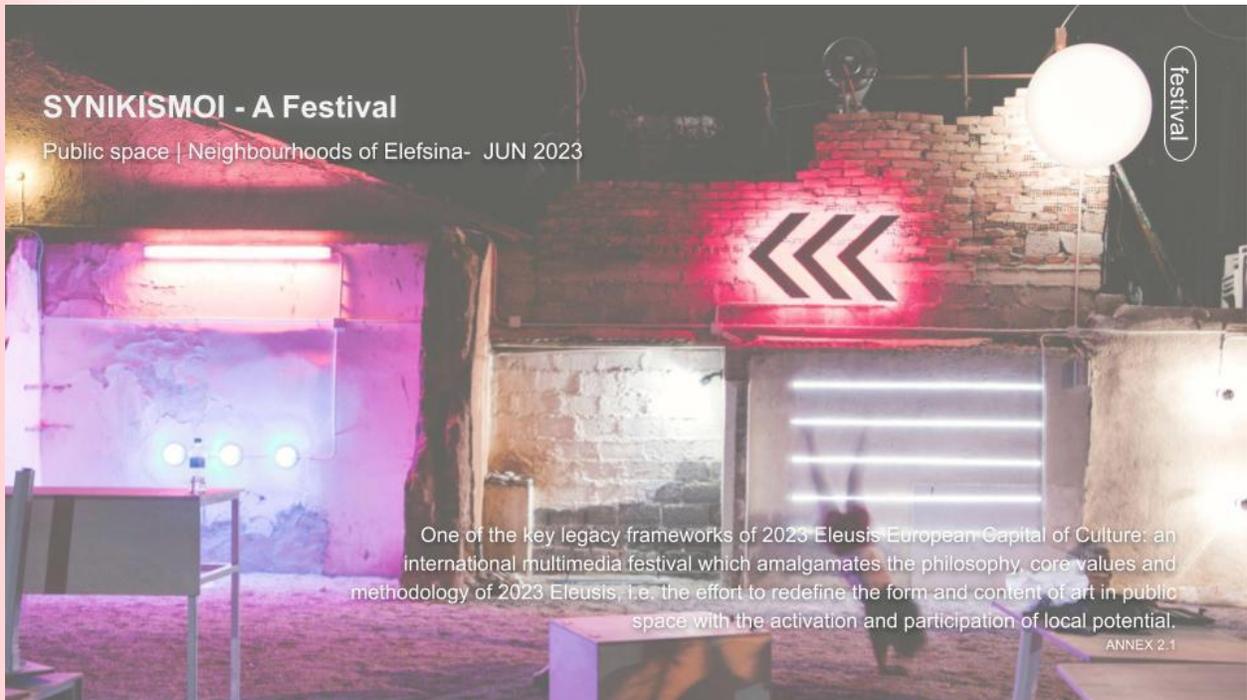
#### Main Music Event

Iris Factory - MAY 2023



At the end of spring, with nature in full bloom and public space becoming the ultimate expression of the city theatre, music reconnects us: a major concert by an internationally acclaimed artist activates the open space of the former Iris factory, in an evening that promises to be unforgettable.

ANNEX 2.1



## SYNIKISMOI - A Festival

Public space | Neighbourhoods of Elefsina- JUN 2023

festival

One of the key legacy frameworks of 2023 Eleusis European Capital of Culture: an international multimedia festival which amalgamates the philosophy, core values and methodology of 2023 Eleusis, i.e. the effort to redefine the form and content of art in public space with the activation and participation of local potential.

ANNEX 2.1



## MYSTERY 3 Elefsina Mon Amour

Old Oil Mill Factory | National Museum of Contemporary Art Athens  
- JUN-SEP 2023

visual arts

The international group exhibition Elefsina Mon Amour is the flagship contemporary art event of 2023 Eleusis European Capital of Culture. Curated by **Katerina Gregos** – Artistic Director of EMST, the National Museum of Contemporary Art Athens – the exhibition posits a socio-political reading of landscape, space, and place.

ANNEX 2.1

## MYSTERY 11

### Ma

Ancient Eleusis archaeological site - 1-13 SEP 2023

theatre

This new production and creation by **Romeo Castellucci** is a walking experience/performance specially designed for the city of Elefsina's prominent archaeological site. This latest work by the internationally acclaimed director will be performed eleven times, one of which will be singularly dedicated to the Elefsinian people.

ANNEX 2.1

## MYSTERY 14

### Human Requiem in Eleusis

Ancient Eleusis archaeological site - 22, 23, 24, 29, 30 SEP  
& 1 OCT 2023

performing arts

Human Requiem in Eleusis is a flagship 2023 Eleusis event to be presented at the archaeological site of the city's ancient sanctuary. German director **Jochen Sandig** has – together with choreographer **Sasha Waltz**, visual artist **Brad Hwang**, and other artistic associates – developed the concept of a ritualistic performance and immersive experience of Brahms' Requiem for the Rundfunkchor Berlin (Berlin Radio Choir). Human Requiem has toured the world since its creation in 2012.

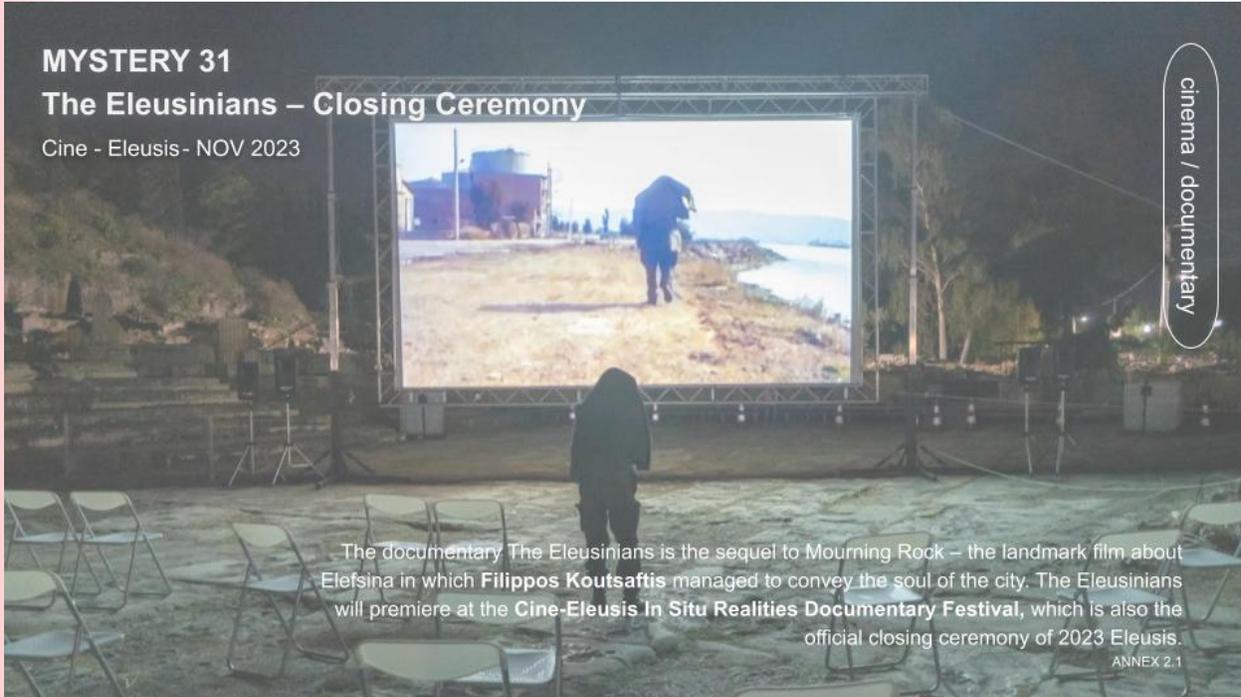
ANNEX 2.1

## MYSTERY 31

### The Eleusinians – Closing Ceremony

Cine - Eleusis - NOV 2023

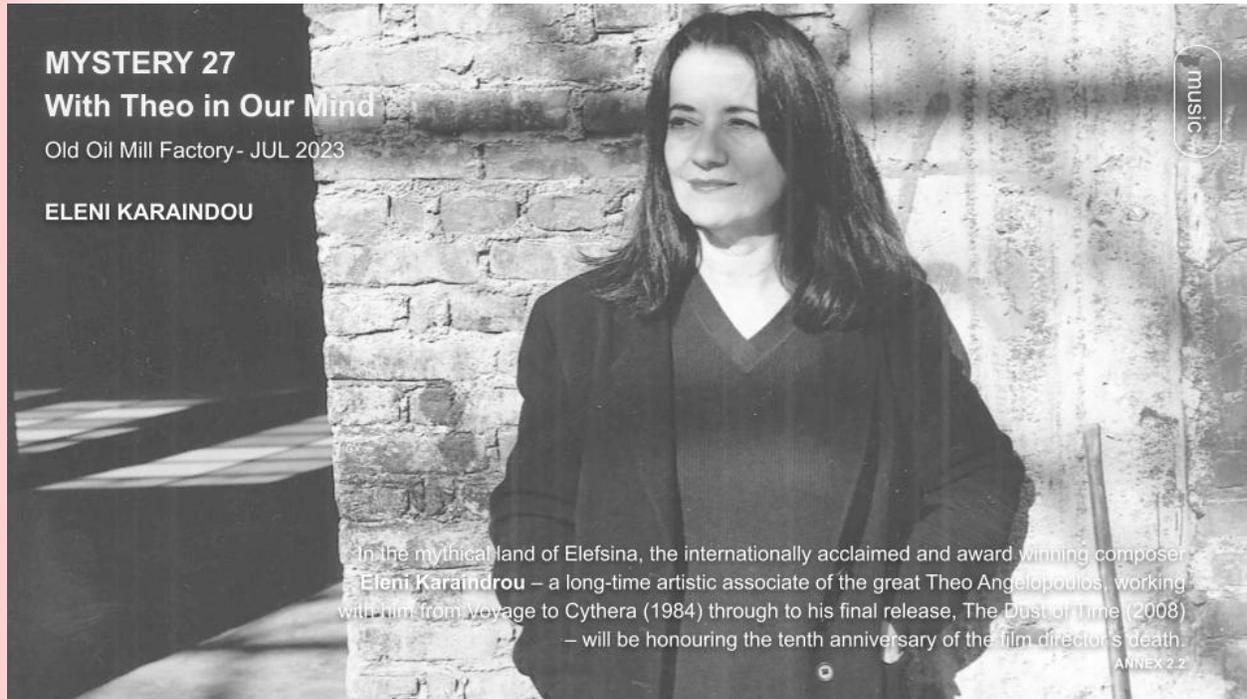
cinema / documentary



The documentary *The Eleusinians* is the sequel to *Mourning Rock* – the landmark film about Elefsina in which **Filippos Koutsaftis** managed to convey the soul of the city. *The Eleusinians* will premiere at the **Cine-Eleusis In Situ Realities Documentary Festival**, which is also the official closing ceremony of 2023 Eleusis.

ANNEX 2.1

## ANNEX 2.2 - PROMINENT ARTISTS



**MYSTERY 27**  
**With Theo in Our Mind**  
Old Oil Mill Factory - JUL 2023

**ELENI KARAINDOU**

In the mythical land of Elefsina, the internationally acclaimed and award winning composer **Eleni Karaindou** – a long-time artistic associate of the great Theo Angelopoulos, working with him from *Voyage to Cythera* (1984) through to his final release, *The Dust of Time* (2008) – will be honouring the tenth anniversary of the film director's death.

music

ANNEX 2.2



**MYSTERY 44**  
**Heiner Goebbels 7 Columns**  
Old Oil Mill Factory - FEB-APR 2023

**HEINER GOEBBELS**

With his installation, artist and composer **Heiner Goebbels** is transforming the spacious hall of the Old Oil Mill Factory. With great respect for its post-industrial history, its architecture, and its generous aesthetic, he utilises the elements of light, projection, water, and sound to turn the space into a kind of Telesterion (a secular initiation hall).

visual arts

ANNEX 2.2

## MYSTERY 33

### Mysteris

Ancient Eleusis archaeological site - 28 & 29 APR 2023

TEODOR CURRENTZIS

music

This mystery concert of secular and sacred music from the 14th through 21st centuries, performed by the musicaeterna orchestra and choir, is structured as a performance with a through-line. The story centres on hearing the very nature of sound, on observing the flow of time, and on human connection with the cosmos that is music.

ANNEX 2.2

## MYSTERY 35

### Aeschylus project – Salamis Will Bring Death to Women's Sons

On board- JUL 2023

NIKITA MILIVOJEVIC

theatre

This performance will take place on a boat making the journey from Elefsina to the island of Salamis, and reaching its destination at sunrise. Audiences will be sailing alongside Xerxes – the defeated Persian King of Kings – after the Battle of Salamis. Taking on the role of the chorus, they will witness the tragedy of a man who lost his entire empire in a single day at the cost of thousands of lives.

ANNEX 2.2



ANNEX 2.3 - ARTISTIC PROGRAMME

Theme / Axis	Programme	Section / Project	Changes from Bidbook	Budget 2023	Sub-projects	Legacy	Open Call	Partners - Team members	Date	Implementation Stage	Contracted	Contracted by the end of 2022	In the phase of contracting	Mutual understanding	Heritage & history	European artists & organisations	Local artists & organisations	Traditional art forms & innovation	Range & diversity				
Europe, Daughter of Phoenix		RefuGe	Bidbook	127,000.00 €	Mystery_13 I_left, I_left Asia Minor, I_left Pontus			CONCEIVED & DIRECTED BY: Yolanda Markopoulou (GR) LINE PRODUCTION: Polyplanity Productions (GR) IN PARTNERSHIP WITH: Station Athens, the Elefsina Asia Minor Association, and the Elefsina "Nea Trapezounta" Pontian Association	JUNE 2023					☑	☑		☑	☑	☑				
		Mare Nostrum	Bidbook	120,000.00 €	Mystery_100 Sacred Songs		0	CONCEIVED & CURATED BY: Lambros Liavas	THROUGHOUT 2023							☑		☑	☑	☑			
		Emergency Architectures	Bidbook - the previous partner withdrew in 2018 but was replaced by a project (existing collaboration) with the same approach and greater European Impact	123,500.00 €	Mystery_57 Revisiting the Landscapes of Elefsina Mystery_57 Climbing over Elefsina			ARTISTIC DIRECTION: Eleftherios Kechagioglou, Patrick Bouchain ARCHITECTS: Dimitra Kanellopoulou, Loic Julienne, Amine Slimani PRODUCTION MANAGEMENT: Le Plus Petit Cirque du Monde (FR) - LE PLUS PETIT CIRQUE DU MONDE (FR) - KI OMOS KINEITAI ARTISTIC DIRECTOR: Eleftherios Kechagioglou DIRECTOR: Gaëtan Leveque CHOREOGRAPHER: Christina Sougioutzi CO-PRODUCTION: Le Plus petit cirque du monde (FR)	JUNE 2023						☑	☑	☑		☑	☑			
		History & Stories	The initial partner cancelled the project - It is substituted by other educational programmes included in the Capacity Building and Innovation Centre	- €																			
1. PEOPLE   SOCIETY		City Mysteries	Bidbook	555,000.00 €	Mystery_120 Elefsina, a Second Chance – Death Seamen Golden Kykeon			ARTIST: Nikos Navridis (GR) PRODUCTION: Delta Pi (GR)	MAY - JULY 2023					☑					☑	☑			
					Mystery_105 Retrospective on Installation Art						SEPTEMBER 2023								☑				
					Mystery_20 Performing Arts Initiator – Narrative Archaeology			L	CONCEPT: 2023 Eleusis – General Artistic Directorate CURATED & DIRECTED BY: Gemma Hansson Carbone (IT) SPECIALIST CONSULTANT: Ioulia Kaoura ASSOCIATE DIRECTOR: Hiliana Kaladami ARTISTS – RESEARCHERS: Thanassis Akokkaidis, Electra Angelopoulou, Konstanza Kapsali, Elektra Kartanou, Giorgos Kritharas, Vasilis Mavrianos, Eleni Moleski, Faldon Moudopoulos-Athanasios, Gary Salomon, Nikoleta Xenariou PRODUCTION COORDINATION: MENTOR (GR)			THROUGHOUT 2023				☑	☑	☑	☑				
					Mystery_19 Visual Arts Initiator III – But Don't Tell Anyone			L	CONCEPT: 2023 Eleusis – General Artistic Directorate CURATOR: Joanna Warsza (PO) PRODUCTION: Delta Pi (GR)			MAY & OCTOBER 2023						☑		☑	☑		☑
					Mystery_44 Heiner Goebbels 7 Columns				ARTIST: Heiner Goebbels (DE)			FEBRUARY - APRIL 2023						☑	☑	☑			
					Mystery_131 Nusquam – Floating Subjectivities			0	ARTISTIC TEAM: Campus Novel (Ino Varvariti, Giannis Delagrammatikas, Yiannis Sinirogliou), Anthe Verikiou (GR) ARTIST: Kostas Bassanos (GR)			APRIL - DECEMBER 2023									☑		☑
					Mystery_95 Epiphany			0	LINE PRODUCTION: Potential Project (GR)			FEBRUARY - DECEMBER 2023									☑		☑
					Mystery_118 Through Rupture Comes the Flow			0	ARTIST: Hara Piperidou (GR) SPECIALIST ADVISOR: Matthias Neumann SOUND ARTIST: Lambros Pigounis SMART STRUCTURES: Dimitrios Mairopoulos			APRIL - DECEMBER 2023						☑			☑		
		Mystery_122 Lament			0	PARTICIPATING ARTISTS: Orsalia Dimitriou / Studio Syn (UK), Dejan Mrdja / Studio Syn (UK), Eleni Ikoniadou CONSTRUCTIONS: George Brempos, Vlahos Aluminio (GR)			JUNE - DECEMBER 2023								☑		☑	☑			
		Cine ELEUSIS	(APRIL 2021) 2nd Monitoring Report Change - added programme - merged all cinema & documentary projects	440,000.00 €	Mystery_23 Cine - Eleusis: IN SITU realities		L	CONCEPT: 2023 Eleusis – General Artistic Directorate PARTNERS: Greek Film Archive, Athens International Film Festival etc.			NOVEMBER 2023					☑	☑	☑	☑		☑	☑	
					Cora		0	DIRECTED BY: Evi Kalogiropoulou WRITTEN BY: Evi Kalogiropoulou, in collaboration with Louise Groult, Giorgos Zafeiropoulos SCRIPT CONSULTANT: Louise Groult PRODUCTION: Neda Films (GR) & Blue Monday Productions (FR), Lemming Film (NL)			NOVEMBER 2023					☑		☑	☑				
					The Western Towns		0	DIRECTED BY: Konstantina Kapsali, Pavlos Kosmidis, Giorgos Kravaritis, Katerina Markoulaki, Fani Bitou, Panagiotis Papafragkos, Christiana Chiranagnostaki PRODUCTION: Ectype Films / Giorgos Kravaritis (GR)			NOVEMBER 2023							☑			☑		☑
					Vatsimanides, The Last Sailors		0	WRITTEN & DIRECTED BY: Dimitris Gerardis DIRECTOR OF PHOTOGRAPHY: Thomas Tsiftelis PRODUCTION: View Master Films (GR) CO-PRODUCED BY: Mitos Productions (CA)			NOVEMBER 2023							☑	☑		☑		
					Persephone, Goddess of the Seasons		0	DIRECTOR & EDITING CONSULTANT: Marianna Economou WRITTEN BY: Daphne Economou PRODUCTION: Stefi & Lynx Productions (GR)			NOVEMBER 2023							☑	☑		☑		
Shipwrecked					0	WRITTEN & DIRECTED BY: Marianna Economou (GR) DIRECTOR OF PHOTOGRAPHY: Carlos Munoz PRODUCTION: Anemon Productions			NOVEMBER 2023									☑	☑		☑		
Music Mysteries	(APRIL 2021) 2nd Monitoring Report Change - Added programme - merged all music projects	505,500.00 €	Mystery_36 Music, Musicians, and the City		0	PROGRAMME CURATOR: Marina Fokidis (GR) ARCHITECTURAL INTERVENTION: Aristides Antonas			SEPTEMBER 2023					☑		☑			☑	☑			
			Mystery_106 Chamomile – Transit		0	ARTISTS: My Wet Calvin (GR) PRODUCTION: Roteplay			JUNE 2023						☑			☑		☑			
			Mystery_92 Piano, Violin, Viola, Cello			LINE PRODUCTION & MANAGEMENT – PERFORMED BY: dissonart ensemble				APRIL 2023							☑	☑					
			Mystery_27 With Theo in Our Mind			COMPOSER & PIANO SOLOIST: Eleni Karaindrou CONDUCTOR: Kornilios Michailidis DIRECTORIAL OVERSIGHT: Antonis Antypas LIGHTING DESIGN: Melina Masha SOUND DESIGN: Yiorgos Karyotis LINE PRODUCTION & MANAGEMENT: Ifigeneia Kondyli (DE)			JULY 2023							☑	☑						
			Mystery_114 Everything Open			0	AN ORIGINAL WORK BY: Novoflot CONCEIVED & DIRECTED BY: Sven Holm MUSIC DIRECTION: Vicente Larralaga COMPOSITION: Antonis Anissegos, Hayden Chisholm SET & COSTUME DESIGN: Elisa Limberg FILM: Mirko Borscht PERFORMERS: ensemble DissonArt, DK Heroes, Hayden Chisholm, Antonis Anissegos, Lisa Marie Stojčev, Renae Shadler, Adriana Amade, Emma Silva Jenner, Aminata Toscano, and others PRODUCTION & MANAGEMENT: Dorte Wolter Co-funded by the Senate Department for Culture and Europe Berlin (DE).			MAY 2023						☑		☑			☑		
			Mystery_33 Mysteries			CONDUCTED BY: Teodor Currentzis PERFORMED BY: Soloists of the musicAeterna Orchestra and Choir			APRIL 2023							☑	☑	☑					
			Mystery_96 Chóres			0	ARTISTIC DIRECTION: Marina Satti MUSIC DIRECTION: Simela Emmanouilidou MOVEMENT DIRECTION: Stavros Ikalb ACTING COACH: Giannis Mantiaris PRODUCTION: WOMO (GR)			THROUGHOUT 2023						☑	☑			☑	☑		
			Mystery_83 Spe Meliore Moriendi			0	CONCEIVED, CURATED & WITH ARTWORKS BY: Marios Fournaris SOPRANO: Georgia Balabini GUITARIST: Mislav Režić PRODUCTION: Mentor (GR)			APRIL 2023									☑		☑		
			Mystery_86 Winterreise			0	BARITONE: Tassis Christoyannis PIANO SOLOIST: Maria Papapetropoulou SET CURATOR: Maria Panourgia HEAD OF PRODUCTION: Elli Rouben PRODUCTION MANAGEMENT: Artway Cultural Productions (GR)			NOVEMBER 2023							☑	☑		☑			

ANNEX 2.3 - ARTISTIC PROGRAMME

Theme / Axis	Programme	Section / Project	Changes from Bidbook	Budget 2023	Sub-projects	Legacy	Open Call	Partners - Team members	Date	Implementation Stage			European Dimension									
										Contracted	Contracted by the end of 2022	In the phase of contracting	Mutual understanding	Heritage & history	European artists & organisations	Local artists & organisations	Traditional art forms & innovation	Range & diversity				
Human Mysteries					Mystery_113 A Celebration to Change the World		O	AN ORIGINAL PLAY BY: oper(o) ARTISTIC DIRECTION: Erifil Giannakopoulou DIRECTED BY: Irene Georgalaki & Erifil Giannakopoulou ORIGINAL MUSIC: Fanis Zachopoulos & Dimitris Tasainas ART DIRECTION & SET DESIGN: Katerina Charou SOUND ENGINEER: Brian Coon	SEPTEMBER 2023			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
					Mystery_94 Timelessness		O	CONCEIVED & COMPOSED BY: Thierry De Mey MUSICIANS: Minh-Tâm Nguyen, Alexandre Esperet, Olivia Martin, François Papirer, Thibaut Weber, Enrico Pedicone, Hsin-Hsuan Wu, Rémi Schwartz STAGE MANAGEMENT: Laurent Fournaise, Olivier Pfeiffer (FR) CO-PRODUCED BY: Festival Musica	TBA			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
					Mystery_128 Crows		O	CONCEIVED & PERFORMED BY: Holektiv (Andrea Vyksalá-Benková, Karolína Křížková) DIRECTORIAL OVERSIGHT: Eliška Brtnická OBJECT & SET DESIGN: Studio Herrmann & Coufal MUSIC & PERFORMANCE: Terezie Kovalová COSTUME DESIGN: Michaela Čapková LIGHTING & SOUND DESIGN: Daniel Kozlík PRODUCTION & PR: Andrea Vyksalá	JUNE 2023			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
					Mystery_154 Live Music Acts		O	-MICHALIS MYTAKIDIS (B.D.FOXMOOR) -MATO GROSSO -SPIRAL TRIO -LOU (ELENI PAPALITSA) -AIMILIOS BARTZIS	THROUGHOUT 2023			*	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		
	Drama Mysteries	(MAY 2019) 2nd Monitoring Report Change - merged performative projects		448,500.00 €	Mystery_148 Odyssey – A New Era		O	CONCEIVED & WITH ARTISTIC DIRECTION BY: Thodoris Economou LIGHTING DESIGN: Sakis Birbilis SOUND & TECHNICAL DIRECTION: Kostas Bokos PRODUCTION: Omikron Thita Sigma (GR)	OCTOBER 2023			*		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
					Mystery_76 Don't Look Back		O	CONCEIVED & WRITTEN BY: Yannis Houvardas DRAMATURGY ASSOCIATE: Eri Kirgia INTERIOR & SET DESIGN: Eva Manidaki COSTUME DESIGN: Ioanna Tsami ORIGINAL MUSIC: Thodoris Economou MOVEMENT DIRECTION: Markella Manoliadi LIGHTING DESIGN: Christina Thanasoula PRODUCTION MANAGEMENT: Two Monkeys Productions (GR)	MAY 2023		*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>				
					Mystery_121 L'envers d'ici		O	AN ORIGINAL WORK BY: Ex Nihilo (FR) CHOREOGRAPHED & DIRECTED BY: Anne Le Batard TECHNICAL CREATOR (SOUND & LIGHTING): Camille Sanchez ACTOR & SPATIAL INSTALLATION OF TEXTS AND SPOKEN WORD: Charles-Henri Despeignes LINE PRODUCTION & MANAGEMENT: Delta Pi (GR)	NOVEMBER 2023			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			
					Mystery_98 Absence		O	CONCEPT - ORAL HISTORY RESEARCH - DIRECTORIAL & MUSICAL OVERSIGHT: Vasilis Katsikonouris VIDEO ART - MEDIA: Victor Bercan IN THE ROLE OF THE DOCUMENTARIAN: Manos Karatzogiannis SET & COSTUME DESIGN: Polytimi Machaira PRODUCTION ORGANISATION: Maria Papalamprou PRODUCTION ASSISTANT: Marthia Roussou PRODUCTION: Robin4Arts (GR-DE)	NOVEMBER 2023			*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>		
					Mystery_97 Summer's Past / On Strange Pavements		O	WRITTEN BY: Giannis Kontrafouris DIRECTED & WITH DRAMATURGY BY: Panos Kougias, Barbaba Ntalani PERFORMED BY: Konstantinos Elmatzioglou, George Ziakas, Marielena Iliia, Anthi Savvaki PRODUCTION: Constanty Productions (GR)	JUNE 2023			*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
					Mystery_115 Big and small ships		O	DIRECTED BY: Argyro Chioti WRITTEN BY: Eftimis Filippou ORIGINAL MUSIC: The Boy LIGHTING DESIGN: Tasos Palaioroutas ASSISTANT DIRECTOR: Katerina Kotsou LINE PRODUCTION: Maria Dourou / Vasistas Theatre Group (GR)	AUGUST 2023			*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	
					Mystery_107 Persephone [i only died last night]		O	CONCEIVED, DIRECTED & WITH A LIBRETTO BY: Elli Papakonstantinou – ODC Ensemble ORIGINAL MUSIC: Dimitris Maragopoulos SOUND DESIGN: Barbara Nerress VIDEO ART: Stephanie Sherriff LIGHTING INSTALLATION: Zois Loumakis CONDUCTOR: Dimitris Ktistakis PRODUCTION: Formigx Productions (GR)	OCTOBER 2023			*					<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
					Mystery_93 Xiliki		O	ARTISTIC OVERSIGHT & CURATION: Andreas Mandas, Tina Pappas, George-Icaros Babassakis PRODUCTION: AMOR OMNIA Productions (GR)	THROUGHOUT 2023			*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	The Human Condition	The initial partner has substituted it with another educational programme concerning children's cinema, included in the Capacity Building (strand Community & Youth)		484,000.00 €	Mystery_108 Kamares		O	CONCEPT & CURATION: Euripides Laskaridis // OSMOSIS (GR)	JANUARY - FEBRUARY 2023		*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>			
					Mystery_177 Visions from the Underworld		O	CURATORIAL TEAM: The Agprognostic Temple (Dome Wood and Sam Steverlyndk) (BE) PRODUCTION: Constructivist (GR)	FEBRUARY - APRIL 2023		*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>			
Mystery_151 A Rave Down Below						O	CURATORIAL DIRECTION: Direction of Contemporary Art – Zoi Moutsokou CURATOR: Panos Giannikopoulos (GR) PRODUCTION: Wild Reeds (GR)	NOVEMBER - DECEMBER 2023			*	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
Mystery_152 Dying on stage						O	ARTIST: Christodoulos Panayiotou (CY) PERFORMERS: Christodoulos Panayiotou, Jean Capelle EXECUTIVE PRODUCTION: Centre Chorégraphique National de Caen en Normandie (FR) CO-PRODUCTION: Brave New Media	NOVEMBER - DECEMBER 2023			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
Mystery_117 Souvenirs – The Flight of Bella and Chagall						O	DIRECTED BY: Manuela Capece & Davide Doro (IT) TEXT BY: Manuela Capece & Marco Mannucci SET DESIGN & MUSIC DIRECTION: Davide Doro PERFORMED BY & CREATED WITH: Marco Mannucci, Marina Romondia OBJECT MANIPULATION: Lucia Pennini CONCEPT: Mattatolo Sospeso PRODUCTION: Teatro delle Briciole	DECEMBER 2023			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			
Mystery_69 Greekies		O	ARTIST - DIRECTOR: Menelaos Karamaghliolis PRODUCTION: Decumatism (GR)	THROUGHOUT 2023			*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						
Mystery_138 YinYang		O	CHOREOGRAPHY: Julia Robert & Rudi Cole (aka HUMANHOOD) (GB)	TBA			*	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>						
Mystery_126 Stelios Kazantzidis: If Only My Life Were A Saturday Night		O	ARTISTIC DIRECTION: Lena Kitsopoulou (GR)	SEPTEMBER 2023			*					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						



ANNEX 2.3 - ARTISTIC PROGRAMME

Theme / Axis	Programme	Section / Project	Changes from Bidbook	Budget 2023	Sub-projects	Legacy	Open Call	Partners - Team members	Date	Implementation Stage			European Dimension					
										Contracted	Contracted by the end of 2022	In the phase of contracting	Mutual understanding	Heritage & history	European artists & organisations	Local artists & organisations	Traditional art forms & innovation	Range & diversity
2. ENVIRONMENT	EcoCulture Festival	Design Campus	Bidbook	295,000.00 €	Mystery_62 Nuits de lenteur – À propos du Temps	L		ORIGINAL CONCEPT: Institut Français (FR) CURATORIAL DIRECTION: 2023 Eleusis – General Artistic Directorate	MAY & OCTOBER 2023	•			☑	☑	☑	☑	☑	☑
					Mystery_41 Design Campus			A Participatory Workshop for Sustainable Urban Development WORKSHOP DESIGN & COORDINATION: Commonsense & Ludd	NOVEMBER 2022 - SEPTEMBER 2023	•		☑	☑					☑
					Mystery_167 AV Restart	O		PLANNING & CO-ORDINATION: Anthi Founda INSTRUCTORS: Dimitris Kakavoulas, Christos Karystinos, Evagelia Kagiari COMMUNICATIONS MANAGER: Ioanna Ntali PROJECT MANAGER: Aggelina Kanellopoulou PRODUCTION: The Bee Camp (GR)	FEBRUARY - APRIL 2023		•		☑					☑
					Mystery_168 Mobile Solar Cinema	O		CO-ORDINATORS: Gina Petropoulou, Kleoni Flessa INSTRUCTOR: Stefania Charitou PRODUCTION: Peloponnisos International Documentary Film Festival & Kalamata Creative Documentary Centre	JULY - SEPTEMBER 2023		•	☑					☑	
					Mystery_160 New Earth Layer	O		ARTIST: Katya Briskyna (PL) PRODUCTION: Unity Apps Limited (UK)	SEPTEMBER 2023		•	☑		☑				
					Mystery_28 Dock Table			DESIGN: Flux Office (GR), Eva Manidaki & Thanassis Demiris	THROUGHOUT 2023	•		☑	☑				☑	☑
		Skate park				-	-		•	☑				☑		☑		
		Mystery_42 Futuring Waters Mystery_43 School of Waves and Weeds		O		ARTIST: Jenny Marketou (US) ARTISTIC CONSULTANT: Eleni Riga PROJECT MANAGER: Dorothea Kritikou PRODUCTION: EIGHT (GR) CONCEIVED & ORGANISED BY: EIGHT, critical laboratory for arts and politics (GR) PARTICIPATING ARTISTS: Gigi Argyropoulou (theoretician, theatre director), Vassilis Noulas (theatre director, visual artist), Kostas Tzimoulis (visual artist, academic scholar)	MAY - SEPTEMBER 2023		•	☑	☑				☑			
		Mystery_87 I My Sea Journey, I My Land Claim Mystery_78 Amphibia Mystery_88 The Nelson Complicity Index Mystery_166 State of Emergency Mystery_104 Mermaiding Mystery_103 Watermelon Mystery_102 Garden Mysteries		O		CONCEPT & SCULPTURAL INSTALLATION: Stefania Strouza (GR) CURATION & PARALLEL PROGRAMME: Daphne Dragona SOUND PERFORMANCE: Acte Vide COSTUME DESIGN: Iro Vagioti PRODUCTION: Delta Pi (GR) CONCEIVED, DIRECTED & WITH RESEARCH CO-ORDINATION & SET DESIGN BY: Eva Giannakopoulou SOUND ARTIST: Nikos Veliotis TEXTS, DRAMATURGY & WORKSHOPS CO-ORDINATION: Elias Adam CHOREOGRAPHY: Aria Boumpaki (GR) SPECIAL CONSTRUCTIONS: Nikos Stathopoulos LIGHTING DESIGN: Nysos Vassilopoulos PRODUCTION: Delta Pi (GR) ARTIST: Navine G. Dossos (UK) PRODUCTION: Delta Pi (GR) ARTIST: Athanasios Kanakis (GR) PRODUCTION: Delta Pi (GR) ARTISTS: Elisa Duca, Lisa Premke PRODUCTION: Delta Pi (GR) ARTIST & RESEARCHER: Dayna Casey (NL) PRODUCTION: Delta Pi (GR) ARTIST: Roxane Revon SOUND ARTIST & EXECUTIVE PRODUCER: TzigArt – Clotilde Rullaud	SEPTEMBER 2023		•	☑	☑	☑	☑	☑	☑	☑		
		Mystery_123 Dance of the Fisherman		O		CONCEIVED & DIRECTED BY: Taneli Törmä & Caroline McSweeney SOUND DESIGN: Esa Mattila PERFORMERS: Taneli Törmä & local performers LINE PRODUCTION: Delta Pi (GR)	SEPTEMBER - OCTOBER 2023		•	☑			☑				☑	
		Mystery_60 metamorphoSEA		O		DIRECTED BY: Sjoerd Wagenaar PROJECT ORGANISATION & MANAGEMENT: CHORUS (GR) PRODUCTION: CHORUS (GR), Brave New World Products (NL) CO-FUNDED BY: Creative Europe	SEPTEMBER 2023		•	☑	☑	☑						
		Mystery_169 If the Wind Blows		O		ARTIST: Mariko Hori (JP) With the support of the EU-Japan Fest COORDINATION: Michael Skoulios MEMBERS OF THE MEDITERRANEAN INFORMATION OFFICE FOR ENVIRONMENT CULTURE AND SUSTAINABLE DEVELOPMENT: Anastasia Roniotes, Mpsy Mantzara PARTNER: World Human Forum CURATOR: Marc Delalonde COORDINATOR: Vangelis Ioakimidis DESIGNER: Καρόλου Γιάβνης PROJECT MANAGER: Kamilo Nollas PRODUCTION: LAND AND WATER	SEPTEMBER 2023		•	☑	☑	☑		☑				
		Mystery_124 Ecoculture Dialogues - ENVIRONMENTAL PERSPECTIVES OF THE GULF OF ELEFSINA - HOW TO CHANGE OUR MINDS... TO CHANGE THE WORLD! - EARTHLY EMOTIONS IN TRANSITION		O		ARTIST: Eleni Panoukila (GR) CURATOR: Kalliopi Minioudaki ARTISTIC ASSOCIATE: Coti K. (sound and interaction) CONSULTANTS: Fotios Geralis (architect), Virginia Antrian (psychiatrist), Angelos Zavalis (sculptor) PRODUCTION: Myrtila Nikolakopoulou PRODUCTION CONSULTANT: George Skianis	SEPTEMBER 2023		•	☑						☑	☑	
		Mystery_149 Transition to a Climate Neutral Future		O		PARTNERS: Centre for Renewable Energy Sources (CRES), Directorate of Primary Education of West Attica, Independent Institute for Environmental Issues (IJI), (DE) PROJECT MANAGER: Evi Tzanakaki	MAY 2023		•	☑	☑					☑	☑	
		Mystery_47 Mnemonic Garden		O		ARTIST: Eleni Panoukila (GR) CURATOR: Kalliopi Minioudaki ARTISTIC ASSOCIATE: Coti K. (sound and interaction) CONSULTANTS: Fotios Geralis (architect), Virginia Antrian (psychiatrist), Angelos Zavalis (sculptor) PRODUCTION: Myrtila Nikolakopoulou PRODUCTION CONSULTANT: George Skianis	SEPTEMBER 2023		•	☑						☑	☑	
		Mystery_61 Vonk (Spitha)		O		TEAM MEMBERS: Robbert van der Horst, Henk Keizer, and local contributors PRODUCTION: Stichting Under the Blue Surface (NL)	SEPTEMBER 2023		•	☑	☑	☑						
		Mystery_67 Amoli		O		BASED ON AN IDEA BY: Emilia Bouriti RESEARCHED & CURATED BY: Emilia Bouriti SPECIALIST CONSULTANTS: Panagiotis Ktenidis, Andromachi Economou, Bia Papadopoulou PRODUCTION MANAGEMENT: Voula Androni	JULY - SEPTEMBER 2023		•	☑	☑					☑		
		Mystery_183 Apothéri – Post-Summer Supper: An Experimental-Contemporary Street Festival		O		CONCEPT & ARTISTIC DIRECTION: Dimitris Michalaros PRODUCTION: kaArt-e Art & Technology Lab	SEPTEMBER 2023		•	☑	☑				☑	☑	☑	
		Mystery_51 Bread (A to Z)		O		CURATORS: Iocus athens & Kostantia Manthou (GR) BETTY'S BAKERY: Elisavet Koulouri	MARCH - NOVEMBER 2023		•	☑	☑				☑	☑	☑	
		Mystery_49 Symposia				In collaboration with the folklore associations of Elefsina	THROUGHOUT 2023		-	-	-	☑	☑		☑	☑	☑	
The journey of Euphorides, the seed from Eleusis to Europe		The initial partner has resigned and the project was substituted by MYSTIKIT Elefsina		- €														
Flagship Project	Mystery_111 Eleusis Terracotta Army	Bidbook		140,000.00 €	Mystery_111 Eleusis Terracotta Army			ARTIST: Juan Esteban Sandoval (CO/IT) PRODUCTION: Sektor 30 (GR)	MAY - JULY 2023		•			☑	☑		☑	

ANNEX 2.3 - ARTISTIC PROGRAMME

Theme / Axis	Programme	Section / Project	Changes from Bidbook	Budget 2023	Sub-projects	Legacy	Open Call	Partners - Team members	Date	Implementation Stage			European Dimension						
										Contracted	Contracted by the end of 2022	In the phase of contracting	Mutual understanding	Heritage & history	European artists & organisations	Local artists & organisations	Traditional art forms & innovation	Range & diversity	
The Future Starts Here	Art Industry	(SEP 2017) 1st Monitoring Report Change - Merged bidbook programmes: FARTory   Alter Fabrication   Go Live   Sound Factory	521,000.00 €	Mystery_139 Alienation				PHOTOGRAPHER: Vangelis Gkinis (GR) SPECIALIST ADVISOR: Tasos Travasaras EXHIBITION CURATOR: Vaggelis Tatsis TEXT BY: Maria Paschalidou PRODUCTION: Chorus LINE PRODUCTION: Christina Kalligianni	MAY - JUNE 2023				☑	☑					
				Mystery_112 Maria Papadimitriou: Dual Theatre, or On Friendship 1. The Theatre of Observation 2. The Theatre of Vigour			ARTIST: Maria Papadimitriou (GR) CURATOR: Yorgos Tzirtziakakis	MAY - JULY 2023				☑	☑		☑	☑			
				Mystery_182 Sunday's ADVENT			EVENT & DOCUMENTARY CREATOR: Andreas Vagias PERFORMING ACT: Maria Papageorgiou, Giannis Papageorgiou, Giannis Dionysiou DISCUSSION COORDINATORS: Anna Vougiouka, Odysseas Ioannou, Serafeim Seferiadi, Stavros Stavridis CURATOR: Christos Papamichalis LINE PRODUCTION & MANAGEMENT: frenel.gr PRODUCERS: Alexis Anastasiadis & Antigoni Rota	MAY 2023				☑			☑	☑	☑		
				Mystery_84 Panigiri (The Feast Day of Saint George)			CONCEIVED & CURATED BY: Syllas Tzoumerkas COLLABORATORS: Elke Margarete Lehrenkrauss, Maria Chatzichristodoulou aka Maria X, Lorenzo Esposito, Maria Drandaki, and others PRODUCTION MANAGEMENT: Delta Pi	APRIL 2023				☑			☑		☑	☑	
				Mystery_204 Sound Factory			CONCEPT & CURATION: Evangelia Dimou FIELD RECORDINGS, SOUND DESIGN & ORIGINAL MUSIC: Evangelia Dimou & Dimitris Karagiorgos MASTERING: Tasos Karadelos PHOTOGRAPHY: Laoura Tsiati LINGUIST: Evangelia Stylianiou GRAPHIC DESIGN & VIDEO: Evangelia Karalioki PRODUCTION: Ear of Grain	MAY 2023				☑				☑			
	Digital Days	(MAY 2019) 2nd Monitoring Report Change, moved here from the "Fabricated Worlds" Programme	248,000.00 €	Mystery_91 Magnetic Dance				PROJECT HEAD, COORDINATOR & LEAD ARTIST: Iannis Zannos COMPOSERS: Isobe Hideaki (JP), Haruka Hirayama (JP), Iannis Zannos DANCERS: Jun Takahashi (JP), Asayo Hisai (JP), Anastasios Pappas-Petridis, Natali Mandyla CHOREOGRAPHY: TBA CURATOR OF THE WALKS: Akoo.o Artistic Group PROJECT MANAGEMENT & WALKING WORKS PRODUCTION: Research Centre To Aesthate	OCTOBER 2023					☑		☑	☑	☑	
				Mystery_145 The City Inside Me			ARTISTIC DIRECTION: Compagnia TPO & Davide Venturini DRAMATURGY: Thaleia Kallianta CONCEPT & PEDAGOGICAL SUPPORT: Yiannis Anifantakis DANCE: Bela Dobiasova COMPUTER ENGINEER: Rossano Monti MUSIC COMPOSITION: Babis Tzanidakis	OCTOBER 2023					☑		☑	☑			
				Mystery_165 Eleusis x Animasyros: Animation Mysteries			PARTNERS: Platforma – Urban Culture Company (GR), Animasyros International Animation Festival (GR)	OCTOBER 2023				☑						☑	
				Mystery_161 Inhibition Mystery_162 ANA KATA DYSI Mystery_163 re-FLOW PORTRAITS Mystery_164 Rumtiden Idea Lab			CONCEPT & SET DESIGN: Zoe Diakaki, Marina Eleni Mersiadou With the support of the Immersive Storytelling Studio at National Theatre (UK) ARTISTIC TEAM: Spatial Media Research Group (Natalia Arsenopoulou, Dimitris Charitos, Dimitris Delinikolas, Louiza Katsarou, Penny Papageorgopoulou, Antonios Psaltis, Charalampos Rizopoulos, Iouliani Theona, Elena Timpalexi), Coti K., Georgios Anastasakis, Katerina Antonopoulou, Alexandros Drimonitis, Antonis Korosidis ARTISTIC DIRECTION, CHOREOGRAPHY & EDITING: Chrysanthi Badeka INTERACTIVE VISUALS & SET DESIGN: Rajan Creveri LIVE PERFORMER: Emmanouela Korki PRODUCTION: MOZ (GR) & COORPI (IT) With the support of the Hellenic Ministry of Culture and Sports CO-FUNDED BY: Compagnia di San Paolo (MIBACT) ORAI Produzioni di cultura contemporanea Award and SIAE ("Per Chi Crea" programme) SOUND DESIGN: Hakan Lidbo VISUAL DESIGN & TECH MANAGEMENT: Jaime Reyes 3D & INTERACTION DESIGN: Tiziano Leonardi MECHANICAL ENGINEERING: Mikael Sjosten	OCTOBER 2023				☑	☑			☑		☑	
	Fashion Industry	(MAY 2019) 2nd Monitoring Report Change, moved here from the "Fabricated Worlds" Programme	130,000.00 €	Mystery_150 Palimpsest				CURATOR: Serapis PRODUCTION: Enaleia (GR)	NOVEMBER - DECEMBER 2023					☑			☑	☑	
				Mystery_158 Canvassed Encounters – Encounters on Canvas			CURATORS: Sophia Vakirtzi, Dimitra Douskos, Vagia Papazikou, Iris Tzachili PRODUCTION: Institute for Mediterranean Studies (IMS), Ta Pragmata Press (GR)	NOVEMBER - DECEMBER 2023				☑				☑			
				Mystery_75 Weaving 1.0			In partnership with the Elefsina "Adrachtli" Folk Art Association, and featuring various artists (Sapfi Qias and others).	THROUGHOUT 2023				☑			☑	☑			
	3. LABOUR Culture my Profession / Culture my Hobby	Moving Europe	Bidbook	150,000.00 €	Mystery_59 U(R)TOPIAS Academy of Choreography		L	ARTISTIC DIRECTION: Patricia Aperi ARTISTIC ASSOCIATE: Aerites Dance Company (GR) LINE PRODUCTION & MANAGEMENT: TooFarEast (GR)	NOVEMBER 2022 - JULY 2023					☑	☑	☑	☑	☑	
		Downtown Creatives	(MAY 2019) 2nd Monitoring Report Change - Programme added following the recommendation for the development of the Creative Industries Programme	259,000.00 €	Mystery_181 Ceramics 1.0 - 4.0 – The Art of Ceramics			A PROJECT BY: the Vocational Rehabilitation Centre for People with Disabilities (KEA/AMEA) PROJECT MANAGER: Zafiria Papastratakou EDUCATIONAL PROGRAMMES & WORKSHOPS MANAGER: Konstantinos Lianos INSTRUCTORS: Despoina Amanatiadi & Efsthios Mavropoulos ADMINISTRATIVE SUPPORT: Ilektra Andaraki	THROUGHOUT 2023					☑	☑		☑		
					Mystery_18 Design Objects			CONCEPT: 2023 Eleusis – General Artistic Directorate WITH THE PARTICIPATION OF: Athanasios Katsaras,	THROUGHOUT 2023				☑			☑		☑	
Mystery_101 Ceramics 1.0 - 4.0 - Ceramics 1.0 - 4.0 - Workmanship of Risk							PROJECT MANAGERS: Sektor 30 (Ilias Koen & Maria Efstathiou) PROJECT CO-ORDINATOR: Tereza Papamichali	MAY - NOVEMBER 2023				☑	☑			☑		☑	
Mystery_189 Myths and Legends of Elefsina: The Mysteries of Clay							CONCEIVED & CURATED BY: Athanasios Katsaras (GR) PRODUCTION: AMASIS Ceramic Studio	THROUGHOUT 2023				☑	☑			☑		☑	
Mystery_85 City Patterns							CURATED BY: Aiki Kakoulidou, Dimitra Vasilakou PRODUCED BY: M2P, metoo communication design (GR)	NOVEMBER 2022 - FEBRUARY 2023				☑						☑	
Culture 2030 Programme		(SEP 2017) 1st Monitoring Report Change - Merged programmes: Ideation lab   Europe of festivals   part of City Art Lab	251,000.00 €	Mystery_56 Culture 2030 Meeting		L	PARTNER: busart (GR) CURATOR: Kelly Diapouli	NOVEMBER 2023						☑	☑		☑	☑	
				Mystery_63 Culture Next Meeting			PARTNERS: Culture Next Network, Cluj Cultural Centre (RO)	MAY 2023				☑	☑	☑	☑		☑	☑	
Geographies of Transformations		Cancelled as the bidbook partner withdrew in 2018. The budget is transferred to Downtown Creatives	-	-	Mystery_79 Beyond the Obvious Conference 2023			PARTNER: Culture Action Europe (BE)	JUNE 2023					☑	☑	☑			



## ANNEX 3.1 LIST OF PROJECTS

NO.	VENUES - PROJECTS	PROJECT DECISION YEAR	WORK COMMENCEMENT YEAR	PROJECT COMPLETION YEAR	PROJECT	PROJECT PROGRESS	PROJECT MANAGER	PROJECT COSTS (CAPITAL COSTS)	PROPERTY STATUS
1	X-BOWLING ART CENTER (2023 ELEUSIS Multi-purpose Space)	2021	B' 2021	A' 2022	<b>NEW CONFIGURATION (design)</b> Formation of a new indoor multi-purpose space	READY	MUNICIPALITY OF ELEFSINA	9.680.15 € / MONTH	PRIVATE PROPERTY - LEASE BY THE MUNICIPALITY OF ELEFSINA FOR 3 YEARS WITH POSSIBILITY OF EXTENSION AND CONCESSION TO 2023 ELEUSIS
2	2023 ELEUSIS INNOVATION LAB (Fab Lab) and POTTERY KILN	2021	B' 2021	A' 2022	<b>CONFIGURATION (design)</b> Formation of a new suitable space in a creative laboratory Fab Lab and Pottery Kiln	READY	TITAN		PRIVATE PROPERTY - (TITAN CEMENT COMPANY) - CONCESSION TO 2023 ELEUSIS UNTIL 31/12/2023, LEGACY PLANNING HAS ALREADY BEEN CARRIED OUT FOR THE YEAR AFTER THE TITLE YEAR (2024- ) (PLACEMENT AT OLD RAILWAY STATION AND AROUND THE PREMISES OF THE RENOVATED CINE ELEUSIS)
3	OLD CITY HALL OF ELEFSINA	2018	B' 2021	A' 2022	<b>RENOVATION</b> Renovation of a two-storey building and its conversion into an information centre, shop, legacy centre and multipurpose space	READY	2023 ELEUSIS VIA SPONSORSHIP IN KIND BY SPONSOR (METRON COMPANY)	66.510,00 €	MINISTRY OF CULTURE AND SPORTS - LEASE BY 2023 ELEUSIS UNTIL 04/2024- CONCESSION TO THE MUNICIPALITY OF ELEFSINA UNTIL 2040 WITH THE PLAN TO GRANT THE VENUE TO THE MUNICIPALITY OF ELEFSINA IN THE FUTURE
4	OSE OLD RAILWAY STATION - Modern Monument of the city	2016	2018	2019	<b>RENOVATION</b> Renovation of part of the building and its conversion into office space and multi-purpose outdoor space.	READY	2023 ELEUSIS	40.000,00 €	GAIA OSE - CONCESSION TO THE MUNICIPALITY OF ELEFSINA. CONCESSION OF THE GROUND FLOOR BY THE MUNICIPALITY OF ELEFSINA TO 2023 ELEUSIS. A DECISION HAS BEEN TAKEN BY THE MUNICIPALITY OF ELEFSINA TO LEASE THE PROPERTY FROM GAIA OSE FOR 10 YEARS.
5	OLD OIL MILL - OPEN THEATER AND SURROUNDING AREA	2021	A' 2022	B' 2022	<b>MAINTENANCE</b> Maintenance of the entire complex and new arrangements of main infrastructures	READY	MUNICIPALITY OF ELEFSINA	200,000-300,000 €	MUNICIPALITY OF ELEFSINA - Public Benefit Enterprise of the Municipality of Elefsina (KEDE)
6 A	2023 ELEUSIS HEADQUARTERS - OFFICES	2019	A' 2022	A' 2022	<b>RENOVATION</b> Renovation of a three-storey building and its conversion into offices and multipurpose spaces	READY	2023 ELEUSIS	60.000,00 €	PRIVATE PROPERTY - LEASE BY 2023 ELEUSIS
6 B	2023 ELEUSIS - NEW OFFICES	2022	B' 2022	B' 2022	<b>RENOVATION</b> Renovation of ground floor building and its conversion into office space	READY	2023 ELEUSIS	20.000,00 €	PRIVATE PROPERTY - LEASE BY 2023 ELEUSIS
7	IRIS 1 AND 2 - HISTORIC BUILDINGS	2016	B' 2021	A' 2023	<b>RESTORATION</b> Full restoration of 2 historical buildings and their conversion into a multipurpose room and utility room	IN PROGRESS - INFRASTRUCTURE LEGACY PLAN	MUNICIPALITY OF ELEFSINA	1,450,000 € WITH OAED RESOURCES	OAED - PROGRAMMED CONCESSION TO THE MUNICIPALITY OF ELEFSINA FOR 99 YEARS. IRIS 1 & 2 WILL BE USED BY THE ECOC23 FROM 05/2022, UNDER THE RELEVANT CONCESSION BY THE MUNICIPALITY OF ELEFSINA.
8	OLD OIL MILL - 3 STONE WAREHOUSES	2018	A' 2022	B' 2022	<b>RESTORATION</b> Full restoration of 3 ground floor warehouses and their conversion into multi-purpose rooms	IN PROGRESS AND ALMOST READY - INFRASTRUCTURE LEGACY PLAN	NBG	550.000 €	NBG - MINISTRY OF CULTURE AND SPORTS, CONCESSION TO 2023 ELEUSIS. THE MINISTRY OF CULTURE AND SPORTS OWING TO THE INSTITUTION OF THE EUROPEAN CAPITAL OF CULTURE PURCHASED THE LAND OF THE OLD OIL MILL BY NBG, WITH THE PURPOSE OF HOUSING THE NEW ARCHEOLOGICAL MUSEUM OF ELEFSINA. THE 3 STONE WAREHOUSES ARE RECONSTRUCTED BY NBG AND ARE PROPERTY OF THE MINISTRY OF CULTURE AND SPORTS - CONCESSION TO 2023 ELEUSIS FOR IMMEDIATE USE (12/2022)

9	OLD CANTEEN	2016	B' 2022	A' 2023	<b>RENOVATION</b> Renovation of the building to a multipurpose space	IN PROGRESS	2023 ELEUSIS VIA SPONSORSHIP IN KIND BY SPONSOR	110.000,00 €	LAND SERVICE - CONCESSION TO THE MUNICIPALITY OF ELEFSINA AND FROM THE MUNICIPALITY TO 2023 ELEUSIS. CONCESSION FROM THE STATE OF THE OLD CANTEEN TO THE MUNICIPALITY OF ELEFSINA FOR THE NEEDS OF ECOC FOR 10 YEARS. TOGETHER WITH THE SUMMER CINEMA, AS THE GREEK PARLIAMENT HAS VOTED THE RELEVANT LAW RECENTLY. THE CATALYST FOR THE ABOVE BENEFICIAL CHANGES TO THE MUNICIPALITY OF ELEFSINA IS THE INSTITUTION OF ECOC.
10	CINE ELEUSIS (former cinema)	2021	B' 2022	B' 2023	<b>RENOVATION</b> Renovation of the building and its conversion into a multi-purpose space. Multi-purpose surrounding areas	DELAY (IT IS NOTED THAT IT WAS NOT INCLUDED IN THE BIDBOOK'S MAIN INFRASTRUCTURE PROJECTS)	MUNICIPALITY OF ELEFSINA VIA SPONSORSHIP IN KIND BY SPONSOR ALREADY FOUND	1,250,000 € WAS THE PURCHASE PRICE FROM THE MUNICIPALITY OF ELEFSINA AND THE REPAIR-RESTORATION BY THE SPONSOR AMOUNTS ABOUT 900,000 €	PURCHASED BY THE MUNICIPALITY OF ELEFSINA AFTER DELAYS IN THE SETTLEMENT PHASE OF THE HEIRS AND IN THE PRE-CONTRACTUAL CONTROL PHASE (PURCHASE 09/2022), FOR THE RENOVATION THERE IS ALREADY A SPONSORSHIP IN KIND PROPOSAL BY A LARGE COMPANY OF THE REGION. THE SIGNATURE OF TRIPARTITE AGREEMENT BETWEEN THE MUNICIPALITY - THE 2023 ELEUSIS ENTITY AND THE SPONSOR BY 11/2022
11	ELEOURGIKI - MAIN HALL	2016		WILL DEPEND ON THE PROJECT'S FINAL TIMETABLE-ALTHOUGH THE TENDER WAS OPENED BY THE <b>REGION OF ATTICA</b> ON 12/2021, IT WAS DEEMED FRUITLESS BY THE COMPETENT COMMITTEE AND WILL BE REOPENED WITH AN INCREASED PROJECT BUDGET. 2023 ELEUSIS WILL CONTINUE IN BASIC IMPROVEMENT WORKS, IN ORDER TO HOST ARTISTIC PROJECTS IN THE EXISTING INFRASTRUCTURE, WHICH IS STILL IN USE FOR ARTISTIC PROJECTS (2022)	<b>RENOVATION</b> Renovation of the main hall and its conversion into a multi-purpose space. Multi-purpose surrounding areas.	DELAY - INFRASTRUCTURE LEGACY PLAN	REGION OF ATTICA	11.000.000 €	CONCESSION BY E.T.A.D. OF THE SPACE TO THE MUNICIPALITY OF ELEFSINA UNTIL 2040, THE PROJECT MANAGER IS THE REGION OF ATTICA AFTER A PROGRAM CONTRACT WITH THE MUNICIPALITY OF ELEFSINA BASED ON BIDBOOK. EXTREMELY IMPORTANT IS THE FINANCIAL AID AND PROJECT DEVELOPMENT BY THE REGION OF ATTICA IN THE CONTEXT OF THE DEVELOPMENT OF THE LEGACY INFRASTRUCTURES OF THE ECOC INSTITUTION.



### ΟΑΣΗ

πρώην Camping:  
Ενεργοποίηση υπαίθριου χώρου πρώην Camping, ως νέος χώρος ανοιχτών πολιτιστικών δράσεων που σχετίζονται με τον πυλώνα του Περιβάλλοντος – Ecoculture. Ένας εγκαταλεημένος πνεύμονας πράσινο μέσα στην πόλη αγοράζεται από το Δήμο Ελευσίνας και αναλλάβεται και ενεργοποιείται από την ΠΠΕ για το οικολογικό φεστιβάλ EOCULTURE.

### ΟΑΣIS

2023 Eleusis European Capital of Culture inaugurates Ecoculture Festival a model institution and one of the key legacy actions of the 2023 Eleusis programme, while activating the former camping site, OASIS.



### Σινε - ΕΛΕΥΣΙΣ

Κτίριο με υψηλή αρχιτεκτονική σημασία στο εμπορικό κέντρο της Πόλης. Κατασκευάζεται στο πρώτο μισό του 20ου αιώνα με εμβληματική αρχιτεκτονική μορφή που λειτουργεί επί σειρά ετών ως κινηματογράφος. Με τον πρωτότυπο και επιδέξιο σχεδιασμό του, μπορεί εύκολα να μετατραπεί σε ημι-υπαίθριο χώρο και να φιλοξενήσει στεγασμένες ή υπαίθριες δράσεις. Μετά την ανακαίνισή του, θα λειτουργήσει ως πολυδύναμος Χώρος Τεχνών φιλοξενώντας πλήθος δραστηριοτήτων.

### Cine ELEUSIS

A building of high architectural importance in the commercial center of the city. It was built in the first half of the 20th century in an emblematic architectural style and functioned for many years as a cinema. With its original and subtle design, it can be easily transformed into a semi-outdoor space and host indoor or outdoor activities. After its renovation, it will function as a multi-purpose Arts Space, hosting a variety of activities.



### ΒΛΥΧΑ- ΝΕΚΡΟΤΑΦΕΙΟ ΠΛΟΙΩΝ

Αναδείχθηκε και σήμερα πλέον προκαλεί το ενδιαφέρον για επίσκεψη καλλιτεχνών, επιστημόνων κ.λπ.

### Vlycha – ship graveyard

It has gained prominence and now attracts artists, scientists, etc.



### ΑΓΙΟΣ ΝΙΚΟΛΑΟΣ

Ο περίβολος του Αγίου Νικολάου το όριο μεταξύ του Αρχαιολογικού και του ενεργού βιομηχανικού χώρου, ενεργοποιήθηκε για την καλλιτεχνική δράση Νύχτες Βραδύτητας.

### Agios Nikolaos

The courtyard of the church of Agios Nikolaos, the boundary between the Archaeological and the active industrial site, was deployed for the artistic project Nights of Lethargy.

### ΑΡΧΑΙΟΛΟΓΙΚΟΣ ΧΩΡΟΣ

Ο Αρχαιολογικός Χώρος της Ελευσίνας, ένας από τους 7 σημαντικότερους της αρχαιότητας, ζωντανεύει με δράσεις. Πρόκειται να λειτουργήσει ως ανοιχτή θεατρική σκηνή και να φιλοξενήσει δύο από τα Flagship Events.

### The Archaeological Site

The Archaeological Site of Elefsina, one of the seven most important ones in antiquity, comes alive through a number of events. It will work as an outdoor theatrical stage hosting two of the Flagship events.



### INNOVATION LAB – TITAN

Το ιστορικό εργοστάσιο Τίταν φιλοξενεί σε χώρους εντός των εγκαταστάσεών του το «Κέντρο Ανάπτυξης Ικανοτήτων και Εφαρμοσμένης Καινοτομίας». Το Innovation Lab περιλαμβάνει, ένα πλήρως εξοπλισμένο εργαστήριο ψηφιακής κατασκευής, με υπερσύγχρονο εξοπλισμό για κατασκευές από την τρισδιάστατη αναπαραγωγή έως διαδραστικά αντικείμενα.

### INNOVATION LAB – TITAN

The historic Titan factory hosts the “2023 Eleusis Innovation Lab” in its premises. The Capacity Building and Innovation Center includes a fully equipped digital fabrication lab, with state-of-the-art equipment for fabrication, from 3D reproduction to interactive objects.

### ΠΑΛΑΙΟΣ ΣΙΔΗΡΟΔΡΟΜΙΚΟΣ ΣΤΑΘΜΟΣ

Κατασκευάζεται το 1884 και παύει να λειτουργεί το 2001. Το 1985 χαρακτηρίζεται ως διατηρητέο από το ΥΠ.Π.Ο.Α. Από το 2015 έως σήμερα, μετά τις απαραίτητες εργασίες συντήρησης και αποκατάστασης από την 2023 Eleusis, χρησιμοποιείται αρχικά ως γραφεία της, ενώ σε συνδυασμό με το δίκτυο σιδηροδρομικών γραμμών και τα γειτονικά αλσύλλια φιλοξενεί δράσεις της 2023 Eleusis.

### OLD RAILWAY STATION

It was built in 1884 and ceased to operate in 2001. In 1985 it was classified as a listed building by the Ministry of Culture and Tourism. From 2015 to the present, after the necessary maintenance and restoration work by 2023 Eleusis, it was initially used as its offices, while, in combination with the railway network and the neighboring groves, it hosts 2023 Eleusis projects and functions.



### ΕΛΑΙΟΥΡΓΙΚΗ

Το συγκρότημα της Ελαιουργικής -βιομηχανικές εγκαταστάσεις αποθήκευσης του 20ου αιώνα- περιλαμβάνει χώρους για αθλητικές και πολιτιστικές δραστηριότητες. Η κεντρική ενιαία αίθουσα σε συνδυασμό με τον περιβάλλοντα χώρο, χρησιμοποιείται από την 2023 Eleusis ως χώρος πολλαπλών δυνατοτήτων.

### ELEOURGIKI

The Eleourgiki complex (20th-century industrial storage facilities) includes spaces for sports and cultural activities. The central single hall, together with the surrounding area, is used by 2023 Eleusis as a multi-purpose space.



### ΠΑΛΑΙΟ ΔΗΜΑΡΧΕΙΟ

Η ανέγερσή του τοποθετείται το 1928 και λειτουργεί ως Δημαρχείο έως το τέλος της δεκαετίας του 1990. Το 2020 μισθώνεται από την 2023 Eleusis που αναλαμβάνει και την πλήρη ανακαίνισή του. Βρίσκεται εντός του Αρχαιολογικού χώρου και Φιλοξενεί το Κεντρικό σημείο διάχυσης της πληροφορίας της Πολιτιστικής Πρωτεύουσας της Ευρώπης, το Πωλητήριο, το κέντρο Τεκμηρίωσης & Παρακαταθήκης και Αίθουσα Πολλαπλών Χρήσεων.

### OLD CITY HALL

Its construction dates back to 1928 and it functioned as the City Hall until the end of the 1990s. In 2020 it was leased by 2023 Eleusis, which undertook its complete renovation. It is located within the Archaeological Site of Elefsina and hosts the ECoC’s Central Information & Dissemination Point, the Shop, the Documentation & Legacy Center and a Multipurpose Room.

### ΙΡΙΣ

Η Iris αποτελεί ένα από τα σημαντικότερα δείγματα βιομηχανικής αρχιτεκτονικής στην Ελλάδα. Ιδρύεται το 1925 και λειτουργεί ως η πρώτη βιομηχανία βερνικιών και χρωμάτων στην Ελλάδα. Κλείνει στα τέλη του 1970. Η 2023 Eleusis φιλοξενεί δράσεις πολυεπίπεδες, όπως παραστάσεις θεάτρου, μουσικής και χορού καθώς και εικαστικές εκθέσεις και εγκαταστάσεις.

### IRIS

Iris is one of the most important examples of industrial architecture in Greece. Founded in 1925, Iris was the first varnish and paint factory in Greece. It closed at the end of 1970. 2023 Eleusis hosts multi-level actions there, such as theater, music and dance performances, as well as art exhibitions and installations.



### ΠΡΩΗΝ ΑΝΑΨΥΚΤΗΡΙΟ

Ένα μικρό κτίριο σε κομβικό σημείο του παραλιακού μετώπου. Αποτελεί σημαντικό τοπίοσημο και πόλο έλξης κυρίως των νέων της πόλης. Αποτελείται από μια ενιαία αίθουσα πολλαπλών δυνατοτήτων και βοηθητικούς χώρους που φιλοξενούν καλλιτεχνικά και εκπαιδευτικά εργαστήρια, προβολές και συναντήσεις - κυρίως νέων.

### FORMER CANTEEN

A small building in a central point of the coastal front. It is an important landmark and a pole of attraction, mainly for the young people of the city. It consists of a single multi-purpose hall and auxiliary spaces that host artistic and educational workshops, screenings and meetings—primarily for young people.



### ΤΟ ΡΟΛΟΙ ΤΗΣ ΠΟΛΗΣ

Αποκατάσταση του Ρολογιού-Τοπίοσημο της πόλης, που βρίσκεται εντός του Αρχαιολογικού Χώρου και ενεργοποιήθηκε για την φιλοξενία δράσεων του καλλιτεχνικού προγράμματος. Με αφορμή την ΠΠΕ αποκαταστάθηκε και χαρακτηρίστηκε ως Μνημείο.

### The City Clock

Restoration of the Clock-Landmark of the city. It is situated inside the Archaeological Site and was deployed to host a number of events of the artistic programme. In the context of European Capital of Culture, it was restored and designated as a Monument.



### ΠΑΛΑΙΟ ΕΛΑΙΟΥΡΓΕΙΟ – ΣΑΠΩΝΟΠΟΙΪΟ ΚΑΙ ΡΑΡΣΙΝΓ ΠΑΛΑΙΟΥ ΕΛΑΙΟΥΡΓΕΙΟΥ

Το πρώτο εργοστάσιο στην Ελευσίνα, το Σαπωνοποιείο Χαριλάου. Από το 1995 φιλοξενεί το μοναδικό πολιτιστικό φεστιβάλ της πόλης, τα Αισχύλεια, ενώ από το 2017 φιλοξενούνται και δράσεις της Π.Π.Ε. Από το 2022, θεωρείται επίσημα η κύρια στέγη του Aeschylus Project, μια δράση-φόρος τμήσ της 2023 Eleusis στον Ελευσίνιο τραγικό Αισχύλο και τα έργα του. Στη συνολική βιομηχανική εγκατάσταση βρίσκονται ένα ανοιχτό θέατρο περίπου 2.000 θέσεων καθώς και πέτρινα κτίρια, δείγματα της βιομηχανικής μας κληρονομιάς. Στον ίδιο χώρο, προγραμματίζεται η μεταστέγηση του Αρχαιολογικού Μουσείου Ελευσίνας.

### OLD OLIVE MILL – SOAP FACTORY

The Charilaou Soap Factory was the first factory in Elefsina. Since 1995, it hosts the city’s unique cultural festival, Aeschylia, while, since 2017, it also hosts the activities of the ECoC. Since 2022, it is officially considered the main home of the Aeschylus Project, an artistic project by 2023 Eleusis that pays tribute to the Eleusinian tragedian Aeschylus and his works. The industrial complex hosts an open theater with approximately 2,000 seats, as well as stone-built buildings, great examples of our industrial heritage. The relocation of the Archaeological Museum of Elefsina is planned to take place in the same area.

## ANNEX 4.1 CURRICULUM VITAE OF THE CEO

### Education

1968-1973: Civil Engineer, National Technical University of Athens (NTUA), Greece

### Professional Experience

2016- 06/2021: Executive Director, responsible for Urban & City Planning, Municipality of Athens

2015- 06/2021: Chairman & Chief Executive Officer of HELLINIKON S.A.

2014- 06/2021: Chairman of DAEM SA

2011-2014: Vice Mayor, responsible for Technical Services, Municipality of Athens

2003-2008: Technical Consultant for OLYMPIC VILLAGE SA, responsible for the conversion of the Olympic Village into residential district and for the delivery of the apartments and the communal service.

## ANNEX 4.2 BOARD OF DIRECTORS 2019-2022

The Board of Directors consists of:

	BOARD OF DIRECTORS	EFFECTIVE DATE	POSITION
1	Despina Geroulanou	01/11/2019	Chair
2	Argiris Economou	05/06/2020	Vice Chair
3	Dimitris Papagiannaros	01/11/2019	Secretary and B.o.D Member
4	Soultana Spyropoulou	12/10/2021	CEO and B.o.D Member
5	Nikolaos Villiotis	01/11/2019	B.o.D. Member
6	Evangelos Liggos	05/06/2020	B.o.D. Member
7	Giorgos Liontos	05/06/2020	B.o.D. Member
8	Dimitra Pipili	01/11/2019	B.o.D. Member

9	Fivos Sakalis	01/11/2019	B.o.D. Member
10	Niki (Monika) Tsiliberdi	01/11/2019	B.o.D. Member
11	Kyriakoula Paradeisi	01/08/2022	B.o.D. Member

The Board of Directors short bios are available [here](#):

Former Members:

	BOARD OF DIRECTORS	DATE OF EXPIRATION	POSITION
1	Sofia Avgerinou-Kolonia	01/11/2019	Chair
2	Yannis Erifillidis	05/06/2020	Vice Chair
3	Petros Sfikakis	01/11/2019	Vice Chair
4	Theodoros Karantinos	01/11/2019	Secretary and B.o.D Member
5	Despina Economou	05/06/2020	B.o.D. Member
6	Ioanna Dretta	05/06/2020	B.o.D. Member
7	Maria Filippi	01/11/2019	CEO and B.o.D Member
8	Stavroula Fotopoulou	01/11/2019	B.o.D. Member
9	Aris Kalantidis	01/11/2019	B.o.D. Member
10	Maria Vasileiou	01/11/2019	B.o.D. Member
11	Athanasios Milisis	01/11/2019	B.o.D. Member
12	Kateirna Bouba	01/11/2019	B.o.D. Member
13	Elena Tzelepi	05/06/2020	B.o.D. Member
14	Maria Panayides	12/10/2021	CEO and B.o.D Member
15	Georgios Georgopoulos	01/08/2022	B.o.D. Member

# ANNEX 4.3 NEW ORGANISATIONAL CHART

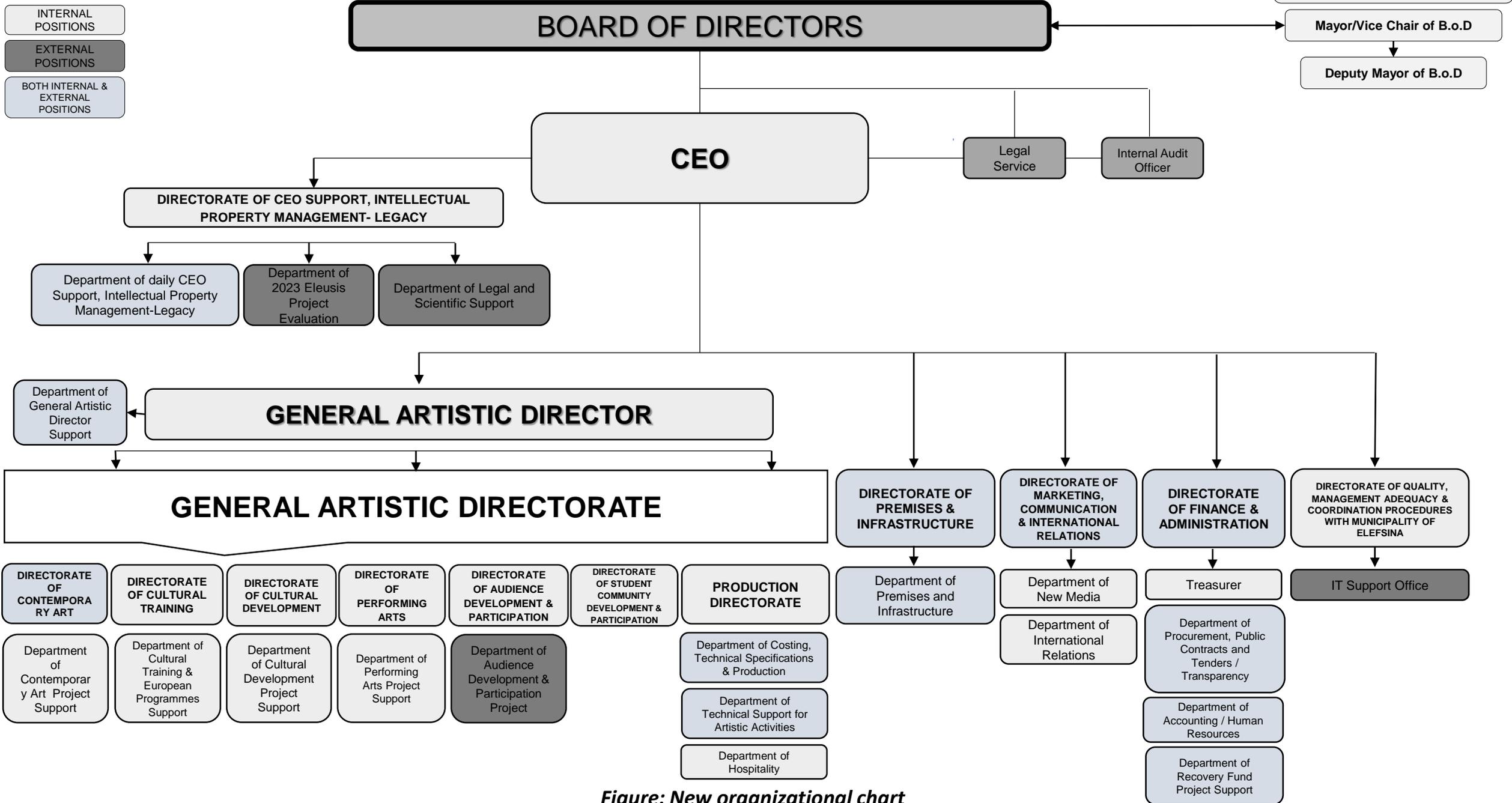


Figure: New organizational chart

## ANNEX 4.4 STAFFING PLAN

POSITION	2017	2018	2019	2020	2021	2022	2023	2024
<b>CEO/BOARD OF DIRECTORS</b>								
<b>CEO</b>	1	1	1	1	1	1	1	1
Departments of CEO		1	1	1	2	2	2	2
<b>General Artistic Directorate</b>								
General Artistic Director	1	1	1	1	1	1	1	1
Departments of General Artistic Directorate		6	5	6	6	10	10	10
<b>Production Directorate</b>								
Production Director			1	1	1	1	1	1
Departments of Production Directorate	1					1	1	1
<b>Directorate of Premises and Infrastructure</b>								
Director of Premises and Infrastructure		1	1	1	1	1	1	1
Departments of Premises and Infrastructure Directorate		1	1	1				
<b>Directorate of Marketing, Communication and International Relations</b>								
Director of Communication and Marketing		1	1	1	1	1	1	1
Departments of Communication and Marketing Directorate			1	2	2	2	2	2
<b>Directorate of Finance &amp; Administration</b>								
Director of Finance & Administration		1	1	1	1	1	1	1
Departments of Finance & Administration Directorate	1	2	3	4	5	4	4	4
<b>Directorate of Quality, Management Adequacy and Coordination Procedures with the Municipality of Elefsina</b>								
Director of Quality, Management Adequacy and Coordination Procedures with the Municipality of Elefsina						1	1	1
Departments of Quality, Management Adequacy and Coordination Procedures with the Municipality of Elefsina Directorate								
	<b>4</b>	<b>15</b>	<b>16</b>	<b>20</b>	<b>21</b>	<b>25</b>	<b>25</b>	<b>25</b>

\* Departments may have included several teams over the years

ANNEX 5 EUROPEAN PROJECTS EU FUNDED											
EUROPEAN PROGRAMME	FIELD	PROJECT'S NAME	ELEUSIS 2023 PROJECT RELATION	DURATION	PARTICIPANTS	ASSOCIATED PARTNERS	DESCRIPTION	OVERALL BUDGET	ELEGIBLE COSTS FOR 2023 ELEUSIS	ALLOCATED FUNDS	EXTRA INFORMATION
HORIZON	Research and innovation on cultural heritage and CCIs	HERITACT - HERITAGE ACTIVATION THROUGH ENGAGING EXPERIENCES TOWARDS SUSTAINABLE DEVELOPMENT	EcoCulture Festival & Capacity Building Innovation Centre (legacy activities)	36 months	PANEPÍSTIMO PATRON (Greece), MAYO COUNTY COUNCIL (Ireland), Accelerating Change Together Company (Ireland), LAND ITALIA SRL (Italy), UNIVERSITY COLLEGE DUBLIN (Ireland), INSTITUT D'ARQUITECTURA AVANÇADA DE CATALUNYA (Spain), Stefano Boeri Architetti srl (Italy), THINGS SRL (Italy), Panagiotis Giokas & Co L.P. - MENTOR (Greece), Municipality of Elefsina (Greece), DIMOTIKI ANONIMI ETAREI POLITISTIKIS PROTEYOVSAS (Greece), COMUNE DI MILANO (Italy), Partner IDEAS 3493 SL (Spain), PANEPÍSTIMO AGAIOU (Greece), EUROPEES NETWORK CULTURELE CENTRA IVZW (Belgium)	PANEPÍSTIMO PATRON (Greece), MAYO COUNTY COUNCIL (Ireland), Accelerating Change Together Company (Ireland), LAND ITALIA SRL (Italy), UNIVERSITY COLLEGE DUBLIN (Ireland), INSTITUT D'ARQUITECTURA AVANÇADA DE CATALUNYA (Spain), Stefano Boeri Architetti srl (Italy), THINGS SRL (Italy), Panagiotis Giokas & Co L.P. - MENTOR (Greece), Municipality of Elefsina (Greece), COMUNE DI MILANO (Italy), Partner IDEAS 3493 SL (Spain), PANEPÍSTIMO AGAIOU (Greece), EUROPEES NETWORK CULTURELE CENTRA IVZW (Belgium)	The future of Europe's rich cultural heritage is facing several challenges due to various threats including climate change, natural or man-made disasters and lack of finance. Meanwhile, global processes have a deep impact on the values attributed by communities to urban areas and their settings. Despite Europe's common values and creative diversity of traditions, crafts, arts and architecture, social discrimination, based on ethnicity, race, sex or gender and other characteristics persists in Europe, and is one of the key drivers of social exclusion. Access to cultural heritage experiences contributes to social cohesion and inclusion, by strengthening resilience and the sense of belonging and improving well-being. In this view, there is a need for new design solutions that are resilient to the changing conditions and sensitive to local cultural heritage, and to local topographic and climatic conditions. HERITACT will consider cultural transformations driving sustainability and will explore new cooperation paths among relevant stakeholders, interested in designing a new European way of life in line with the New European Bauhaus. To this end, HERITACT intends to empower communities' co-creation capacity and to redefine the role of cultural heritage in urban regeneration. HERITACT will identify and enhance community-oriented processes and will introduce innovative and inclusive architectural and design solutions and cultural-artistic practices to support environmental and cultural sustainability, and to strengthen the cultural and creative industries through community awareness and policy making across European urban areas of many different scales and cultural settings. Interdisciplinary methodologies will provide stakeholders at 3 different cultural urban contexts across Europe a decision-support system based on collaborative approaches for the reactivation of unused cultural heritage spaces, and/or for enhancing diverse communities' cultural identity and values.	€2.999.388,75	€51.250,00	€369.625,00	An extra fund of 148.750,00 euros is allocated to the Municipality of Elefsina and 169.625,00 euros is allocated to the local cultural company Mentor
CREATIVE EUROPE	Cooperation	Ulysses: A European Odyssey	metamorphoSEA	38 months	CHORUS (Greece), Brave New World Products (NL), Onassis Cultural Centre (GR), Joyce Museum (IT), Vilnius Museum (LT), Marseille branch of the Bureau des Artes et Exiles (FR), Comede (FR), Gotham and Myles (FR), Rimini Protocol (DE), The Peng! Collective (DE), Donostia Kultura (ES), Basque Culinary Centre (ES), Grob Theater (DK), Gulen Gurler Hurley (TR), Create Act Enjoy Association (RO), National Theatre of Cluj Napoca (RO), Noorderlicht Festival (NL), Lumo Light Festival (FI), Arena Ensemble (PT), Museum of Literature (IE), AOB Manager, Derry (NI)		The project will create a beach on the coast surrounding the so-called graveyard of dumped ships. It will plant trees by the pier. Together they will form the stage for a theatrical experience exploring the environmental issues the bay so vividly represents. A theatrical intervention of hope for the future, of our responsibility for our environment. Imagine a wood and a beach by the graveyard of dumped ships in Eleusis. Imagine the celebration that would ensue! A celebration which will sit at the heart of the theatrical intervention. The project will involve: <ul style="list-style-type: none"> <li>a community outreach programme/community involvement;</li> <li>a youth exchange programme;</li> <li>bilateral professional capacity building;</li> <li>engagement in an 18 city pan-European exchange project exploring the issues facing European cities today.</li> </ul>	€ 2.877.322,00	-	€ 196.924,00	<a href="https://ulysseseurope.eu/">https://ulysseseurope.eu/</a> Our main partner is the local organisation Chorus and 2023 Eleusis is covering the 40% co-funding Creative Europe co-funding: €111.428,00 2023 Eleusis: €74.287,00 Other: €11.209,00
CREATIVE EUROPE	Networks	Culture Next Network	Culture Next Meeting & other networking, mobility and capacity building activities	36 months	Asociația Centrală Culturală Clujeană (Romania), Teatro Circo de Braga (Portugal), Daugavpils City Council Department of Culture (Latvia), Municipality of Faro (Portugal), Atlantic Culture Promotion Agency (Portugal), Instytut Kultury Miejskiej (Poland), City of Trenčín (Slovakia), OOCR Mala Fatra (Slovakia), Urban Scale Interventions (United Kingdom), The Municipality of Aveiro (Portugal), Municipality of Debrecen (Hungary), 2023Eleusis (Greece), Administration of Plunge District Municipality (Lithuania), Nida Culture and Tourism Information Centre "Aglia" (Lithuania), City of Oulu (Finland), Leeds Culture Trust (United Kingdom), Rede Culture 2027 (Portugal), The Leeuwarden-Friesland 2018 Foundation (Netherlands), Nitrs 2026 Association (Slovakia), Clermont Massif Central 2026 (France), Stad Leuven (Belgium), Municipality of Oeiras (Portugal), The Dublin City Council Culture Company (Ireland), City of Chemnitz (Germany)		The Culture Next Network is currently operating as an informal network, with over 4 years of experience in supporting current and former European Capital of Culture candidate cities to implement culture-led urban development programmes and policies. In the framework of the current proposal we present a three-year activity plan aimed at strengthening its core activities and initiatives and enhancing its capacity to influence and shape European cultural and creative sector policy decisions. By implementing the activities grouped in the 6 work packages presented in this application, we create a context for more European-level partnerships and collaborations, as well as generate relevant and long-term commitment from a significant number of cities to develop cultural programmes for local development, social change and civic engagement. Culture Next creates and facilitates experience exchange for cultural operators and artists within its extended network through networking events, 6 international conferences in 6 different European cities, Advocacy Roundtables, a Culture Next Mobility Programme Framework, comprising 18 short mobilities, a trans-european Cities Fund for Culture Programme, different topic-focused online capacity-building modules (Thematic Working Group sessions, Workshops, Masterclasses) and a series of local Workshops, based on a Culture for SDGs Guide and Toolkit for cities. We also aim to increase the visibility and notoriety of the network activities and of the EcoC programmes by developing an accessible Culture Next Digital Platform and Resource Centre.	€1.031.250,00	€25.000,00	€825.000,00	Through the networking activities and workshops hosted in Elefsina approximately 25.000 euros are allocated to Elefsina
CREATIVE EUROPE	Cooperation	Act for Global Change: a global conversation from the arts to the world	Atelier for Art & Production Managers	Implemented	Next Festival - Euregion (Belgium/France), Theater Der Welt (Germany), Eleusis 2021 European Capital of Culture (Greece), Icon Network for refugee artists (Sweden), Holland Festival (Netherlands), De Singel (Belgium)	Bayimba Art Festival (Uganda), Sochi Winter Festival (Russia), Festival Santiago a Mil (Chile), Edinburgh Culture Summit (UK)	The main objective of our project entitled 'Act for Global Change: a global conversation from the arts to the world' - kick off is to enable and facilitate a global inclusive conversation and critical reflection between festival managers coming from all over the world from different art disciplines, geographies, generations and social background on the role arts and culture, and more particularly festivals, can play in an ever and fast changing world. And to create bridges between different fields of actions as the world of art, politics, business and social movements. - Open up peoples' minds and perspectives, challenge assumptions.	€333.000,00	€7.960,00	€199.800,00	
ERASMUS+	YOUTH	MOVE & ACT : Empower Youth through Entrepreneurial and Digital Skills	Capacity Building & Applied Innovation Centre - Community & Youth Strand	30 months	SAN, e-Nable Greece (Greece), ERGON (Italy), IRIS, Open Europe (Spain), MyArtist (Greece), SochHub (Lithuania), Fundacja Instytut Re-Integracji Społecznej (Poland)	SPOLECZNA AKADEMIA NAUK (Poland), 2023ELEUSIS, Chamber of Commerce of Taragona (Spain), Reus City Council (Spain), Strefa (Poland), Instituto dei Sordi de Torino (Italy), Amila	MOVE & ACT aims to develop artistic (Visual Arts) and digital skills (3D design, printing and scanning) for marginalized young people in order to face their unemployment, through webinars, workshops, mentoring and access to relevant resources. It intends to enable the creation of a network of youth at risk of social exclusion by providing them entrepreneurial tools and stimulating the common interest for visual arts. The Online PhotoVoice Contest and Exhibition are opportunities for young marginalized people to raise their voice about their personal or their communities challenges.	€250.000,00		€250.000,00	The funds are allocated to our local partner