



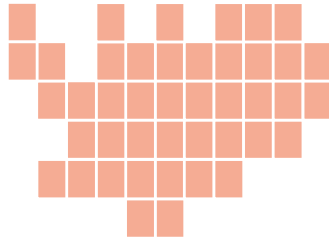
UPPSALA 2029  
OF CULTURE

EUROPEAN  
CANDIDATE

CAPITAL  
CITY

# UPPSALA 2029 EUROPEAN CAPITAL OF CULTURE BETWEEN THE LINES

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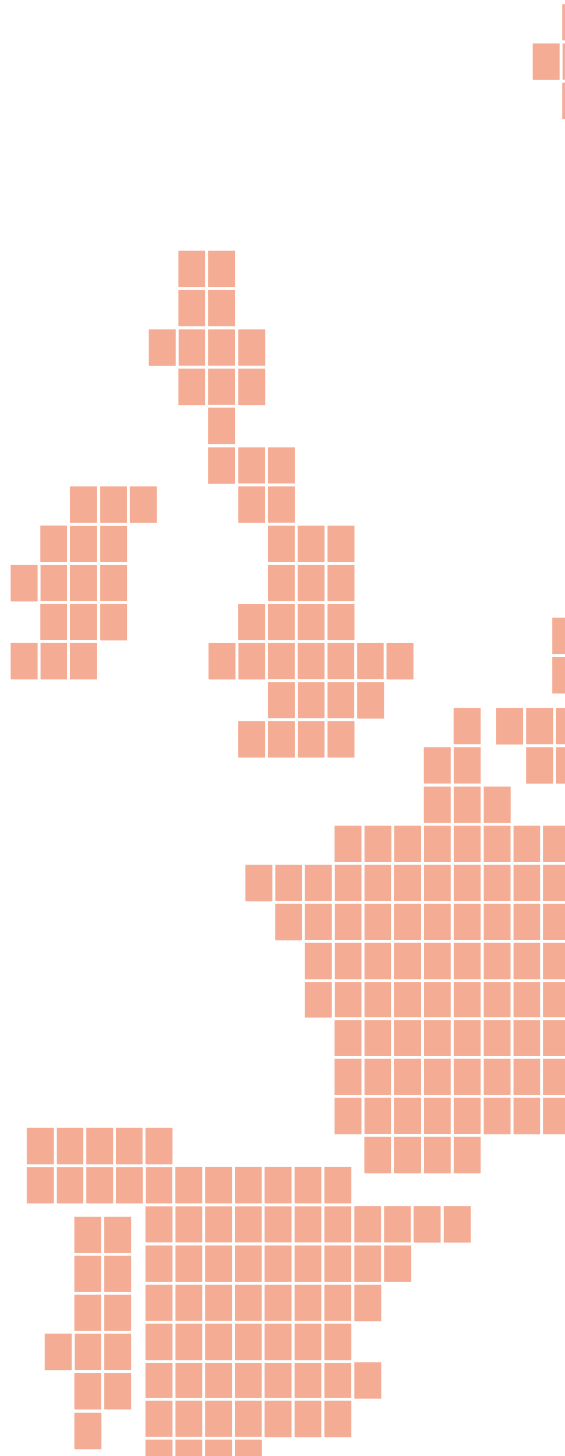


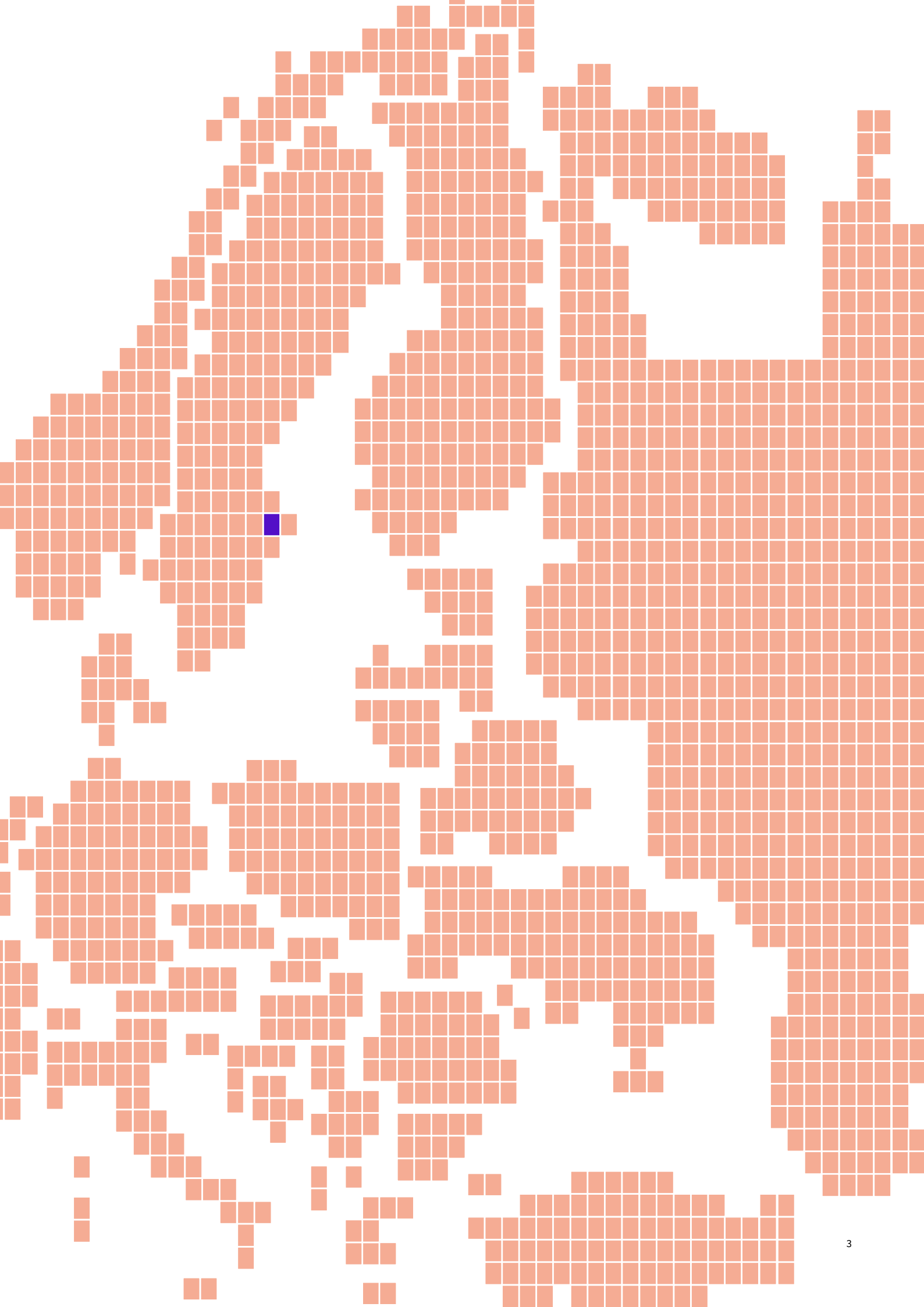
Uppsala is a growing, forward-thinking city that takes seriously the challenges of our time. We aim to become global leaders in climate transition. We want to break down segregation and create a safe city for all. Seizing the opportunities this growth presents – socially, economically, and ecologically – is one of our era’s most significant challenges. To build a sustainable Uppsala of the future, we are rallying together on a broad front. Applying to become the European Capital of Culture in 2029 is a vital part of this effort. Through this initiative, we will join a network of other European cities that are also making a difference – a valuable opportunity for learning and collaboration.

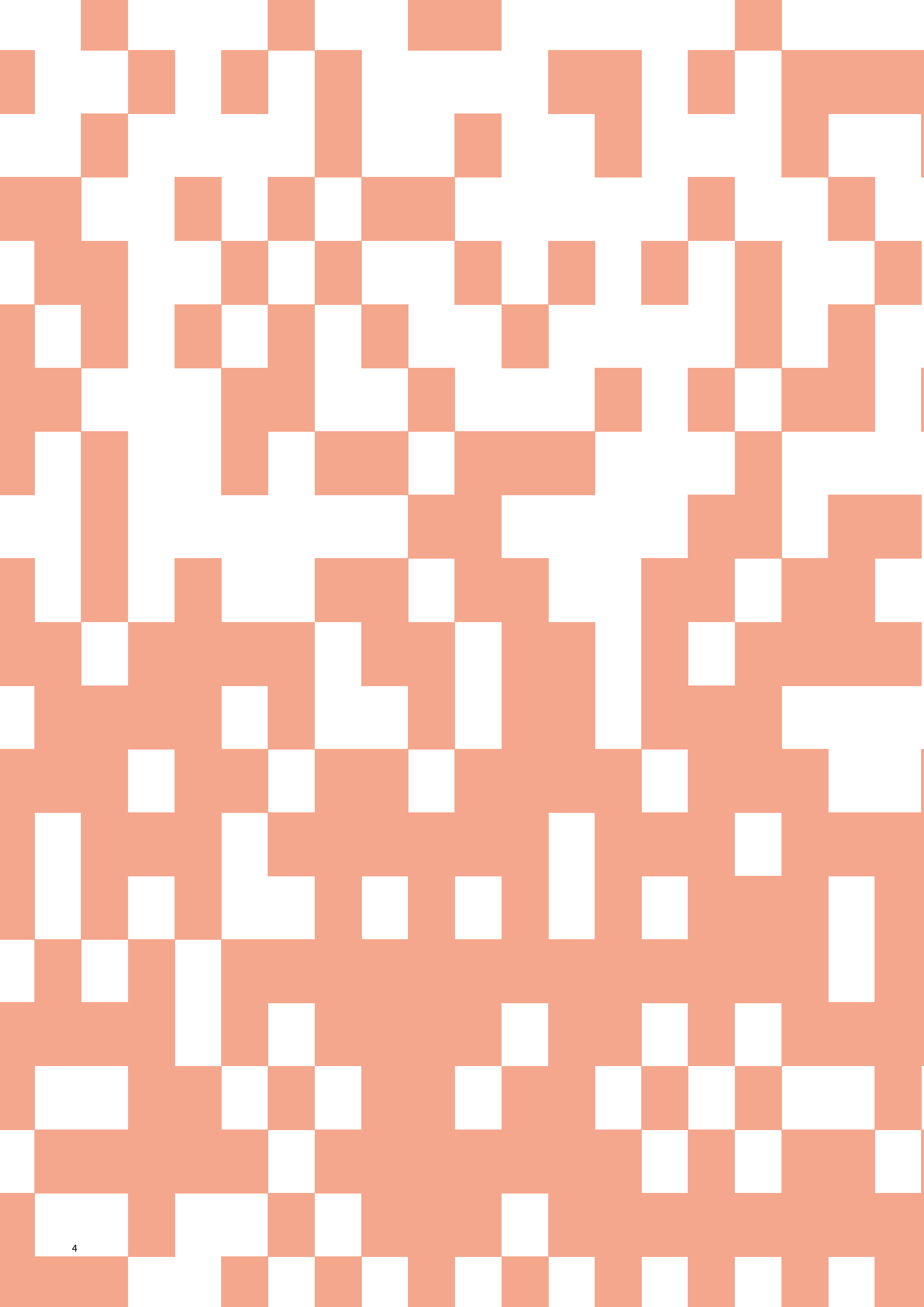
I view the ECoc year as a catalyst to set things in motion and contribute to the change needed to confront the significant challenges we face. Growth requires being challenged and challenging oneself. This project is a major investment that requires us to think and act differently, explore new paths and work in new ways. It becomes a clear deadline for all stakeholders involved and offers an unbeatable opportunity to showcase Uppsala nationally and internationally.

I hope it will be a year filled with memorable activities, experiences, learning and celebration for all, making Uppsala residents proud of their city, their municipality, and what we can achieve together. We also aim to demonstrate that the title yields lasting benefits for Uppsala and the world, with its effects enduring long after the year concludes.

Erik Pelling, Chairman of the Municipal Board









# 0. GENERAL CONSIDERATIONS

**Uppsala, one of Sweden's oldest cities, is steeped in history and cultural heritage. It is home to the oldest university and largest cathedral in Scandinavia, making it a center of education and religion. The city's legacy includes pioneering contributions to science, social progress and the arts, with a tradition of fostering intellectual and cultural advancements that continue to shape the world.**

Today Uppsala is one of the fastest-growing cities in Sweden. In the last decade, the city has increased its population by almost 40,000 inhabitants to a total of 240,000. The ongoing development in both the city and the region includes thousands of new homes, new neighborhoods and districts. A doubling of train tracks to and from Stockholm, a new tramway, and other infrastructure projects will connect new developments with existing ones, weaving together the urban fabric of Uppsala with the rest of the region.

The theme for our bid to become the European Capital of Culture 2029 —*Between the Lines*— aims to capture and explore the challenges and possibilities of the growing city using culture and heritage as a driving force for change and cohesion.

*Between the lines* refers both to the linguistic meaning - to see and understand something unspoken, to find meanings that are intended but not directly expressed and the more mathematical, literal sense - of being in a position between the lines i.e. to be somewhere between for example the railway and the square, in this respect the concept *Between the lines* describes the physical urban spaces between points, places (spots) and lines.

We aim to create a cultural program for the ECoC that explores Uppsala between the lines, encouraging visitors and inhabitants to read and interpret the unspoken meanings, feelings and intentions of the growing Uppsala and at the same time experience the urban fabric and physical spaces of the city and beyond.

*Between the lines* is thus both a spatial and architectural concept as well as a metaphorical and poetic/cultural, rooted in the coming years of intense investment in building and rebuilding our city.

## 0.1

## WHY DOES YOUR CITY WISH TO TAKE PART IN THE COMPETITION FOR THE TITLE OF EUROPEAN CAPITAL OF CULTURE?

**The expanding Uppsala needs to grow into its new identity and strengthen its cohesion as a democratic, culturally diverse capital of culture within a European context. To achieve this, the city's cultural life needs to be reinforced, developed, diversified and engage more of our citizens. For us, the European Capital of Culture (ECoC) is a catalyst to drive this development forward.**

The expansive development of Uppsala brings many opportunities but also significant challenges. We aim to become global leaders in climate transition. We want to break segregation and create a safe city with a high quality of life for all. Achieving this requires radical transformation on all levels of society in a time marked by climate and energy crises, inflation, and conflicts in our neighboring regions.

This bid requires us to think and act differently, explore new paths, and work together in new and unexpected ways. It demands new collaborations locally, nationally, and internationally.

Through the ECoC, we have joined a network of European cities that are struggling with similar challenges as Uppsala—cities that are making a difference, being innovative and transformative—making it a valuable opportunity for learning, sharing, and collaboration within the European context. We firmly believe that strengthening our European network is necessary if we want to secure a sustainable transformation of Uppsala. This bid makes this possible.

Being the ECoC is, of course, also an opportunity to shed light on Uppsala and show others what we have achieved together so far; to welcome new visitors and companies to discover and enjoy not only the municipality but the whole county and region and for our citizens to explore and see Uppsala in new ways.

### Culture as a driving force for change

We work with the conviction that urban development and culture are closely intertwined. We believe in culture as a driving force for a sustainable and resilient future. With our conceptual framework—*Between the Lines*—we want to explore new and innovative ways to enhance and strengthen the capacity of culture in the transition and urban development in Uppsala.

Establishing new and interesting places and spaces for culture to grow between the well-known pathways contributing and strengthening the local community and businesses in different ways.

This bid is a way for us to come together as a community, to make a collective effort to reach the ambitious aims to make Uppsala a sustainable city with a high quality of life for all where culture is an essential part of the urban fabric.

### Learning and connecting with Europe

Uppsala's position as a knowledge hub with two world-class universities and strong growth provides us with exceptionally favorable conditions to lead the sustainability transition nationally and internationally. In collaboration with the universities and the regional bond we are constantly developing our European network.

We recognize The ECoC-process as an opportunity for Uppsala to learn and to share the experience of fostering the role of culture and creativity in a sustainable society. We see a renewed and reinforced collaboration within the EU as essential for Uppsala's development.

This is Uppsala's second application to become the European Capital of Culture. Previous experience taught us not to view the project as a mere chance to enhance Uppsala as an interesting tourist destination and brand but to understand our bid as a catalyst for the development of Uppsala and its cultural sector. This time we are exploring, learning, sharing and prototyping culture as an important and necessary factor for sustainable urban and regional development. We have worked strategically for the past seven years to develop and strengthen our European network of cities, organizations and experts with the aim to build a strong local, national and international platform for this bid. This work continues beyond 2029.

### With Uppsala Between the Lines we aim to:

- Reinforce culture as a pillar for social development**  
 To promote inclusion and accessibility through community driven projects, workshops, and events that reflect the diverse cultural fabric of Uppsala.
- Highlighting cultural expressions between the lines**  
 Strengthening already existing and well-functioning creative platforms and support the creation of new ones for the flourishing cultural life in the city and in the countryside.
- Increasing accessibility to culture**  
 Using the *Between the Lines* conceptual framework, we will actively engage various community groups, including marginalized and underrepresented populations.
- Becoming a model for creative transition**  
 Sustainable urban development - culturally, ecologically and economically - is at the core of our bid. Uppsala aims to be a model for the creative transition from a wasteful society to a sustainable one, where culture contributes to understanding and resilience.
- Shed a light on Uppsala**  
 Making the citizens of Uppsala proud of their city, their municipality and what we can achieve together. Inviting visitors and businesses to explore and experience Uppsala *between the lines*, fostering new relationships, drawing visitors, new residents, and investments.
- Enhancing capabilities for international partnerships**  
 To increase Uppsala's capabilities for international partnerships, opening up new avenues of inspiration and co-financing for cultural exchange.

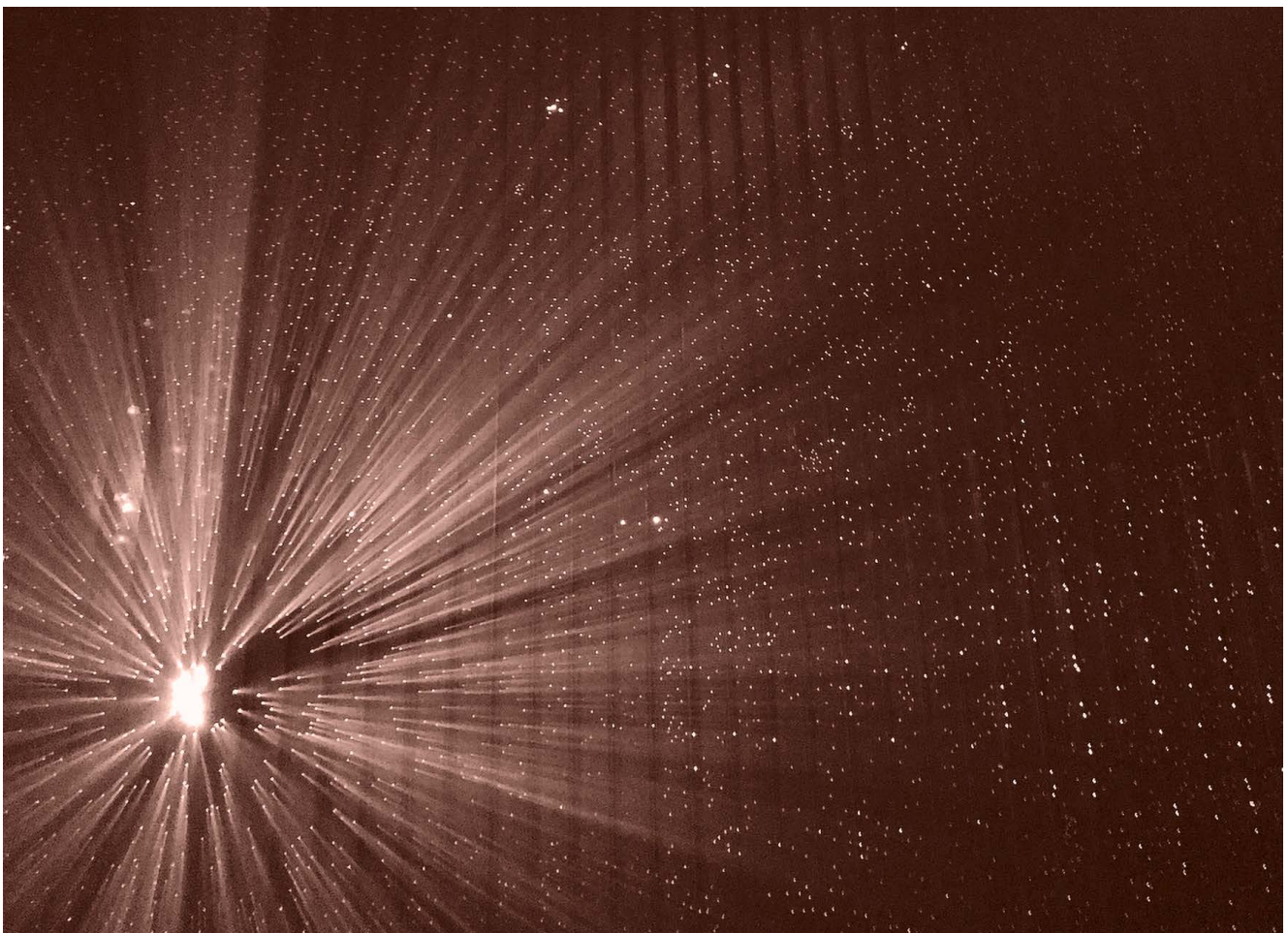


Photo: Patric Kiraly



**0.2****DOES YOUR CITY PLAN TO INVOLVE ITS SURROUNDING AREA? EXPLAIN THIS CHOICE.**

**Uppsala is more than just a city. Over a quarter of the population in our municipality reside in the surrounding rural areas. The interplay between the city and the countryside is a crucial factor in the development of a sustainable Uppsala of the future. Our concept *Between the lines* therefore encompasses the whole of our municipality, inviting national and international visitors and citizens alike to explore not only the city center of Uppsala but to travel between the lines, connecting hotspots beyond the municipality—engaging the whole county and region.**

The county of Uppsala, with a population of 395,000 people, consists of eight municipalities: Uppsala, Enköping, Knivsta, Håbo, Östhammar, Tierp, Älvkarleby, and Heby. The difference in scale between Uppsala municipality, the largest with over 240,000 inhabitants, and the smallest municipalities, which have populations of around 10,000 to 15,000, is significant.

The smaller municipalities' ability to facilitate culture has increased in recent years, making them an important part of the cultural infrastructure of the *Between the Lines* concept. For example, the *Center for Sports and Culture* in Knivsta municipality brings sports and culture together under one roof. Its blackbox offers one of the county's best stage technology solutions, but it also has an indoor ice rink, among other training facilities. In Östhammar and Tierp municipalities, the industrial heritage sites of Österbybruk, Forsmark, and Lövstabruk (former iron works) constitute an important infrastructure for cultural events. Enköping's Fjärdhundraland area showcases local food culture through events and markets that highlight regional culinary traditions, promoting sustainable agriculture and local produce. Håbo municipality enhances its cultural offerings with events at the Håbo Kulturhus, a hub for community activities and performances. Heby has developed an active local arts scene, supported by the Heby Cultural Center, which hosts regular exhibitions and workshops. Älvkarleby enriches its cultural landscape with a strong emphasis on folk music, hosting events and festivals that celebrate traditional Swedish music along the scenic Dalälven river.

Uppsala is a part of the expansive region of Mälardalen, home to approximately 3.66 million of Sweden's total 10.5 million citizens. The region generates 49% of Sweden's GDP and hosts 45% of job opportunities in Sweden. Major cities in this region include Stockholm, Uppsala, Västerås, Örebro, and Eskilstuna. Here lives the nearest visitors to Uppsala ECoC 2029.

One of the objectives of our culture program is to attract local and regional visitors to discover and explore the local cultural life, heritage and recreational areas in Uppland and Mälardalen. This is a crucial step toward sustainable tourism. By gradually decentralizing the culture we aim to develop a more accessible visitor's industry in the region. For us the involvement of the surrounding areas in our ECoC bid is crucial for the holistic development of our cultural landscape. This collaborative approach not only enriches the ECoC program but also ensures a sustainable, inclusive, and innovative future for the entire region.

**Cultural representation**

Our vision is to highlight and encourage the uniqueness of place and space across Uppsala County, emphasizing the distinct cultural characteristics that make each area special. By presenting possibilities to experience and read "between the lines," we aim to create a cultural program that is as diverse and rich as the landscapes and communities it represents.

To achieve this, we will collaborate closely with all municipalities within Uppsala County. Each municipality brings its own unique cultural heritage, traditions, and expressions to the table, contributing to a multifaceted cultural tapestry. This collaborative approach ensures that the cultural program not only reflects the city of Uppsala but also the diverse and often underrepresented rural and coastal communities that are integral to the region's identity.

By working together, we will support initiatives that highlight the county's European heritage, such as the Wallonia traditions and heritage that have influenced parts of the region. We will also celebrate other cultural expressions, including indigenous instruments like the key fiddle, which are emblematic of Sweden's rich musical heritage. Our cultural program will explore alternative geographical expressions, connecting the coastlines and woodlands that define much of Uppsala County's landscape. Furthermore, we will delve into the different societal relationships within the region, such as the dynamic between city and hinterland, or the challenges and opportunities of rural and sparsely populated communities.

In this context, our cultural program, "ChARTers," (*As explained on page 61*) seeks to establish cultural corridors that transcend administrative borders and boundaries, linking cultural expressions across a larger geographical area. This initiative is not just about connecting places; it's about fostering a deeper understanding and appreciation of the diverse cultural landscapes that exist within Uppsala County and beyond. By integrating these corridors into the broader ECoC program, we ensure that the cultural narrative is inclusive, far-reaching and reflective of the entire region.

**Sustainable transport, tourism and accessibility**

The success of this program will be enabled by a developed and efficient public transport system, which will allow residents and visitors alike to easily traverse the county. The Swedish state's initiative to double rail capacity between Uppsala and Stockholm—coupled with Uppsala's new

tramway system scheduled to open in 2029—will increase the capacity of sustainable travel to and from Uppsala.

These "supportive lines" will play a crucial role in promoting sustainable tourism, encouraging the exploration of Uppsala County between the lines.

### Economical and social benefits

To enhance citizen participation and engagement in all parts of the county, we will build on the experiences made in the initiative Citizen's Budget. This includes creating opportunities for residents of rural areas to participate in cultural planning and decision-making processes, ensuring that the benefits of the cultural year are felt throughout the entire county.

For local and regional development in Uppsala County, the cultural and creative industries (CCSI) are crucial. Culture, nature and eco-tourism create opportunities for various forms of entrepreneurship throughout the eight municipalities. Our *Between the Lines* concept aims to provide business development and new business opportunities for entrepreneurs across our entire county. We will for example train local tourist guides to increase the capacity of various hotspots as attractive destinations.

With the ECoC year as a catalyst we want to further strengthen Uppsala municipality's capacity to collaborate with the rural

municipalities and give due attention to rural challenges. The ECoC is expected to enrich the regions' local cultural landscape by providing new opportunities for artistic expression and cultural exchange. Economically, the ECoC aims to boost tourism, support local businesses, and drive long-term economic growth.

### Stakeholder engagement

The cultural program for *Between the Lines* extends across Uppsala County. Activities will be varied and in accordance with the local cultural landscape, its needs and conditions. To aid the municipalities, Uppsala will establish collaborative ventures providing expertise, resources, and marketing of the activities if needed. Uppsala welcomes initiatives from the municipalities across the years up to, during and after 2029.

All seven municipalities intend to sign letters of intent emphasizing the unified regional effort and mutual benefits of this cultural endeavor. As our agenda for 2029 is made more concrete, we anticipate further discussions with municipalities immediately outside our county (in the broader Mälardalen). This approach aligns with current trends in global cultural policy and EU priorities, ensuring that Uppsala's cultural strategy is both innovative and inclusive.



Mural in the Främre Boländerna area by the Uppsala Artist Dekis  
Photo: Patric Kiraly

**0.3****EXPLAIN BRIEFLY THE OVERALL CULTURAL PROFILE OF THE CITY**

**A big small town, or a small big city? A picturesque small town or one of the fastest-growing cities in Sweden? Uppsala, Sweden's fourth largest city, is a city of contrasts. Here the energy of an urban center coexists with the charm of a smaller, more intimate community. Today, Uppsala is not only an academic powerhouse but also a hub for cutting-edge research and a booming life-science industry. While some stories about Uppsala are told with confidence, others must be read between the lines. In short, there are many different ways of describing the multifaceted city of Uppsala, each reflecting its rich history and dynamic present.**

**The history of Uppsala**

Uppsala, one of the oldest cities in Sweden, carries a history that stretches back to the time of the Vikings when it served as the power and trade center of the Svea Kingdom. The legacy of this era is still palpable in the mighty Viking grave mounds that rise above Gamla Uppsala, a site that has inspired tales of the Norse gods Thor, Odin and Freyr. These ancient grounds, alongside the recently excavated cultural treasures from the Bronze Age in Hågaby, offer a deep connection to Sweden's past, preserved in the museum at Gamla Uppsala.

Dominating Uppsala's skyline is the majestic Uppsala Cathedral, constructed between 1273 and 1435, which remains the largest in the Nordic region. This cathedral, the central sanctuary of the Church of Sweden's Archdiocese, has witnessed royal coronations and serves as the final resting place for members of the royal Vasa family, alongside prominent scientists and other influential figures. Nearby, Uppsala Castle, founded by King Gustav Vasa in 1549, stands as a testament to the city's historical significance.

The Carolina Rediviva University Library, with its unique collections, houses the Codex Argenteus, or Silver Bible, the primary source of the now extinct Gothic language. This manuscript, inscribed on UNESCO's World Memory Register, symbolizes Uppsala's profound contributions to world heritage.

The legacy of Carl von Linnæus, who lived and worked in Uppsala for over fifty years, is still notable in the city today: in the Linnaeus Gardens, the museum dedicated to his work, his residence at Linnaeus' Hammarby just outside the city, and the Uppsala University Botanical Garden.

Throughout history, many other prominent figures have left their mark on Uppsala, such as Saint Birgitta, Queen Christina, and scientist Anders Celsius. Uppsala has also been home to four of the five Swedish Nobel Peace Prize laureates—Hjalmar Branting, Nathan Söderblom, Alva Myrdal, and Dag Hammarskjöld—solidifying its reputation as "The Peace City of Sweden."

Uppsala's rich cultural tapestry extends beyond its historical figures and is reflected in its arts scene. The globally renowned choir Orphei Drängar, was for example founded in Uppsala in 1853, is celebrated for its traditional and innovative performances. In modern times, Uppsala has nurtured a variety of influential artists across different forms of expression. These

include Veronica Maggio, a leading figure in Swedish pop music and international acts like the jazz-electronica fusion band Koop and the world-famous folk music group Väsen.

**Uppsalas' universities and student life**

Uppsala University, founded in 1477, is the oldest university in Scandinavia. Today, it serves as an academic home to approximately 50,000 students, making up a significant portion of Uppsala's population. The city is also home to the Swedish University of Agricultural Sciences (SLU), with about 3,500 students. It is recognized as one of the world's leading institutions in agricultural and forestry sciences.

The student life in Uppsala is unique, not least due to the thirteen so-called Student Nations. These institutions date back to the second half of the 17th century, when they were established as free foundations related to the University, in order to give students "a home away from home". The names of the different Student Nations reflect geographical places of Sweden, such as Norrland's Nation and Göteborg's Nation. Today the Student Nations are seething with life and cultural activities. There are Nation choirs and orchestras, Nation sports clubs, Nation libraries, Nation pubs and not least the Nation buildings—architecturally formidable houses close to the official university buildings.

The city's student life is integral to its identity, with traditions like the celebrations of spring, Walpurgis (Valborg) on the last of April, drawing people from all over to celebrate the arrival of spring.

The universities, along with the Akademiska Hospital and Uppsala's outstanding life sciences and tech companies, attract researchers, experts, and students from all over the world. The international and primarily young population residing temporarily or semi-permanently not only shape Uppsala's character but also position it as a center for innovation and education, ensuring that its historical legacy continues to foster a strong future.

### Uppsala today

Uppsala today has grown far beyond its historical identity, which often conjures images of a picturesque 17th-century city, Carl von Linnæus, bicycles, and lively student traditions. Once, it was said that the entire population of Uppsala could seek refuge within its cathedral. Now, the city welcomes a full cathedral's worth of new residents each year, with an anthem that echoes its modern multicultural spirit: "Välkommen hit, välkommen hem" (Welcome here, welcome home), born from the diverse neighborhood of Gottsunda.

Historically, Uppsala was a divided city, with the Fyris River separating the academic heart from its industrial outskirts. Today, new visible and invisible lines define the city—lines that mark different economic, cultural, and social landscapes. Uppsala is now best described as a city of many cities: a student city, a transit hub, a healthcare center, an ecclesiastical seat, and a historical and intercultural metropolis. Each of these "cities" has its own unique economy, demographics, and activities, all contributing to the rich cultural fabric of Uppsala.

Currently, Uppsala's public cultural life remains largely concentrated in its historic core. Major cultural institutions like the concert hall, city theater, museums and city library are all centralized, along with historic sites such as churches, Student Nations, and university buildings. However, this centralization has not hindered the accessibility and inclusivity of Uppsala's cultural life, which offers a wide array of events and activities that engage all age groups and communities.

From art galleries and theaters to music venues and literary houses, Uppsala's cultural infrastructure is designed to be participatory and engaging, ensuring broad public involvement. Public art investments and the integration of culture into the urban environment create an interactive cultural experience for residents and visitors alike.

Uppsala's cultural profile is further enriched by a dynamic arts scene. Key institutions like Uppsala art museum and Uppsala city theatre play significant roles, while major events such as the Uppsala Reggae Festival and performances at the Botanical garden (Botan), the city's outstanding outdoor stage, highlight its diverse artistic offerings.

Uppsala's biggest cultural event, Kulturritten, is an annual celebration involving the entire community—from cultural workers and associations to institutions and businesses—making it Sweden's largest cultural night.

Local cultural centers like Gottsunda Kulturhus and Kulturhuset Leoparden are vital spaces that foster inclusion and active participation, reflecting Uppsala's commitment to embracing and celebrating its diverse population.

Uppsala boasts a strong community spirit, an active association culture, and was named Sweden's best sports city in 2023.



Anna Boberg. Projected image for the festival *All light on Uppsala - Ingmar Bergman*. (2018)  
Photo: Patric Kiraly.

## 0.4 EXPLAIN THE CONCEPT OF THE PROGRAM, WHICH WOULD BE LAUNCHED IF THE CITY IS DESIGNATED EUROPEAN CAPITAL OF CULTURE.

**The concept for our bid to become the ECoC 2029—*Between the Lines*—aims to capture and explore the challenges and possibilities of the growing city using culture as a driving force for change and cohesion.**

*Between the Lines* can be interpreted as reading more out of a text or a statement than what really is there, to find possible undercurrents of meaning and interpretations that might or might not be intended. Such alleged intentions and meanings open up for negotiation, rethinking and revision of what is stated. They question and displace our feeling of having grasped the full meaning of the discourse in question. In a developing city, despite all the political supervision, economic calculations, explicit regulatory documents, maps, planning procedures, etc., much is yet unforeseen and unsaid. Thus, it is wise to have such a motto: read also between the lines, be prepared to think more and think again, think anew.

But *Between the Lines* can also refer to positions, spaces, and places between physical lines of various kinds, such as railroads, rivers, walkways, etc. To be somewhere in between, let's say, the railway and a bus line, is to be in the city, in urban spaces, which are always between various lines. Life goes on between these lines. It goes on with the help of the lines of course, but also in some tension with the lines on which people constantly move along. There are also dividing lines that sometimes hinder us from going in the direction we want. Such lines may not always be easy to handle and it takes real effort to find new ways of seeing things that lead to new possibilities beyond the boundaries of established categories.

Other lines, such as airlines, can take us far away, but as soon as we arrive at other locations, we need to find the places between the lines, where real things happen, where we meet, work and live together.

Being off-line in that sense, we still connect Uppsala not only through strict alignment, but also through collaborative presence.

We aim to create a cultural program for the ECoC that explores Uppsala *Between the Lines*, encouraging visitors and inhabitants to read and interpret the unspoken meanings, feelings and intentions of the growing Uppsala and at the same time experience the urban fabric and physical spaces of the city and beyond.

*Between the Lines* is more than just a theme; it is a vision and a tool for Uppsala's future. Our cultural program will strengthen Uppsala's profile as a dynamic cultural destination, fostering social cohesion, promoting sustainable development and enhancing the city's cultural and economic vitality. By focusing on life between the lines, boosted by inclusivity, innovation and sustainability, we will create a cultural legacy that resonates with both local and international audiences, making

Uppsala a true ECoC in 2029 and a good example in the years that come after.

### **Cultural orientation and diversification**

Using the *Between the Lines* conceptual framework, our program will actively engage various community groups, including marginalized and underrepresented populations. We aim to promote inclusion and accessibility through community-driven projects, workshops and events that reflect the diverse cultural fabric of Uppsala. By involving local, national and international partners we will foster collaborations that enhance the program's reach and impact. This will include partnerships with cultural institutions, universities and civic organizations to ensure broad participation and representation.

Our cultural program will encompass a diverse range of artistic streams, including visual arts, music, theater, literature, architecture and digital art. We plan to explore and present these areas in innovative ways, integrating traditional cultural forms with modern expressions, combining classical music with digital visual art installations or traditional theater with interactive technology. These integrations intend to create multifaceted, interactive and engaging experiences for all.

### **Knowledge exchange and research**

Given the fact that Uppsala has two world leading universities, we will develop a thorough collaboration with both institutions and take advantage of the many national and international networks that they relate to as academic institutions. We have an active partnership agreement with Uppsala University. Uppsala municipality is an associated partner in the Enlight-consortium, which is Uppsala University's alliance in the European University Initiative. The Enlight project bridges Uppsala to nine other European universities, whose municipalities are also associated partners in the consortium.

The universities have a long series of relevant projects and programs that are of outmost importance to relate to the work up until 2029 and the exchange and collaboration has already materialized in knowledge exchange about culture and creativity, research initiatives regarding the cultural ecosystem of Uppsala etc. Through Uppsala University and Uppsala Municipality's active partnership in EIT Culture & Creativity we have access to a vast network of profiled innovative actors on the cultural scene of Europe.

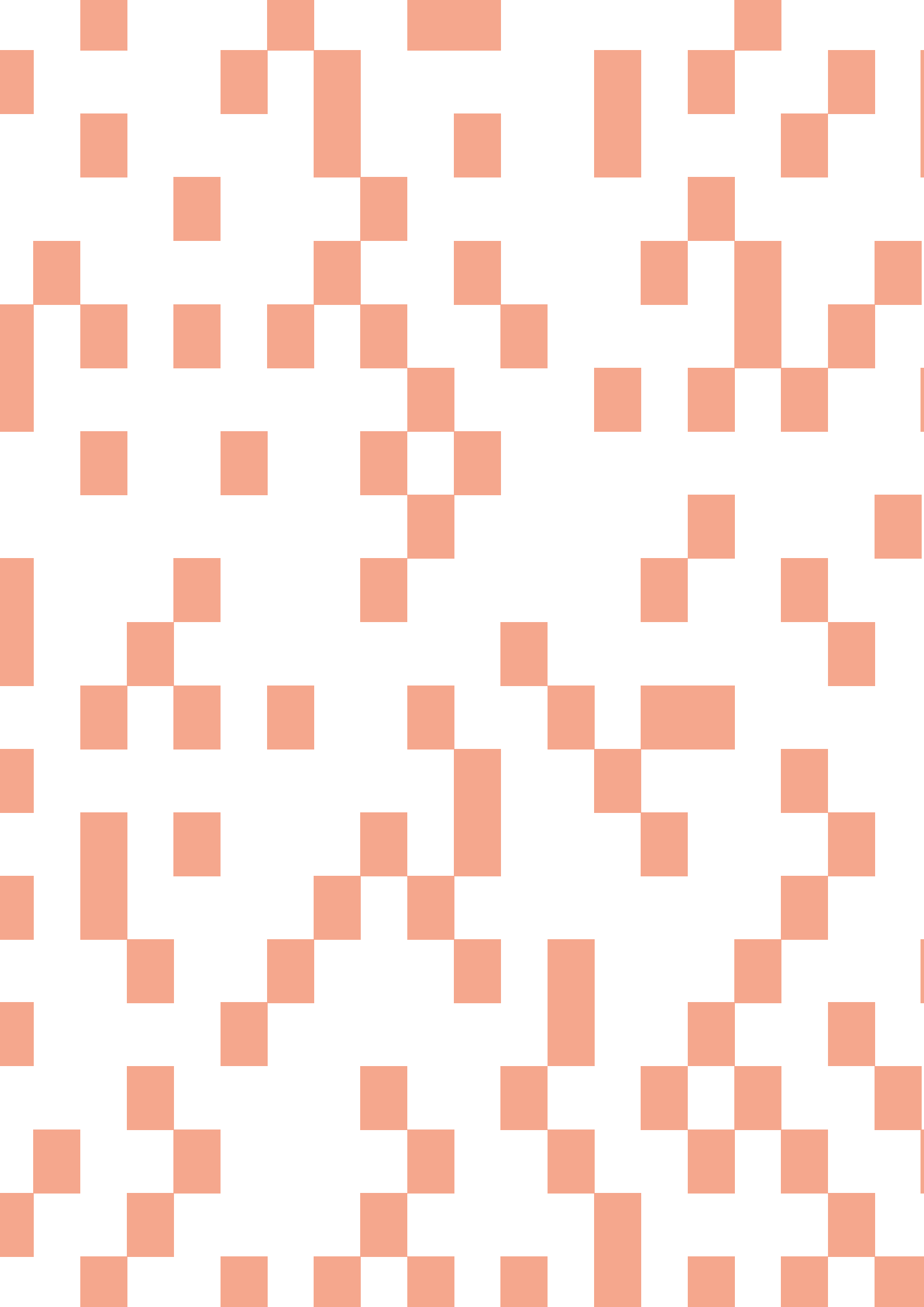


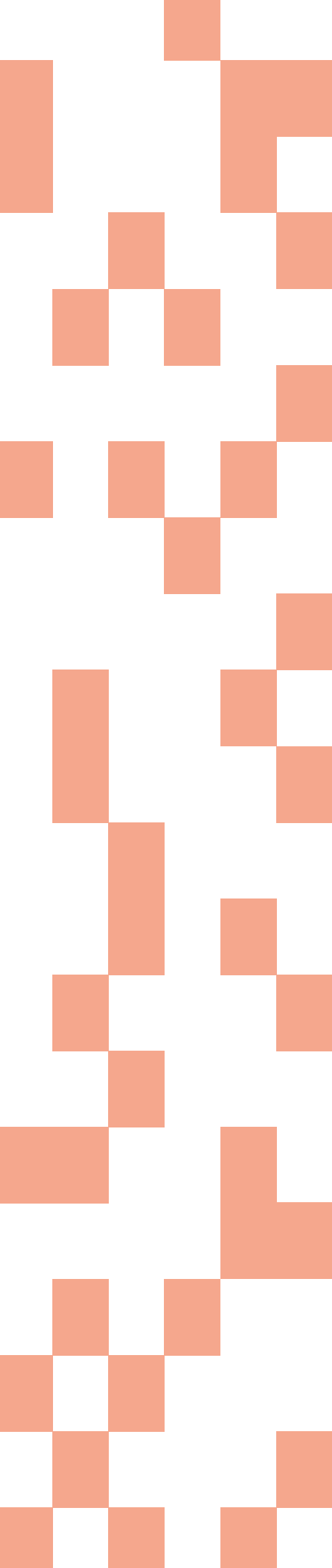
### Innovation, sustainability and economy

Innovation is a cornerstone of our cultural program. Sustained by our collaborators at home and abroad, we will highlight specific innovative elements, such as the use of new technology, unique collaboration models, and cutting-edge cultural formats. Sustainability principles will be integrated throughout the program, from green initiatives at events to programs that raise awareness and engagement with environmental and social issues. This approach will ensure that our cultural activities are not only impactful but also sustainable in the long term.

The program is expected to enrich Uppsala's local cultural landscape by providing new opportunities for artistic expression and cultural exchange. Economically, the program aims to boost tourism, support local businesses, and drive long-term economic growth through culture. Increased tourism and cultural activities will generate economic benefits for the city, creating jobs and stimulating local commerce. This will contribute to Uppsala's overall economic development and improve the quality of life for its residents.

The yearly Tobo Kulturfest.  
The artists Jenny Suneson and Anna-Karin Brus  
in 'Room for Invention' with Kajsa G Sjöln.  
Photo: Patric Kiraly





# 1. CONTRIBUTION TO THE LONG-TERM STRATEGY

By integrating culture into the city's overall strategies, creating synergies across various sectors and fostering innovation, our ECoC program, *Between the lines*, is designed to improve Uppsala's cultural landscape in both the short and long term. ECoC is a vital part of Uppsala's aim to become a global leader in climate transition. The initiative also helps fulfill the EU's prioritized focus areas, making Uppsala a potential model for how culture can drive sustainable urban and societal development.



## 1.1 DESCRIBE THE CULTURAL STRATEGY THAT IS IN PLACE IN YOUR CITY AT THE TIME OF THE APPLICATION, INCLUDING THE PLANS FOR SUSTAINING THE CULTURAL ACTIVITIES BEYOND THE YEAR OF THE TITLE?

With a rich cultural heritage, a dynamic cultural life, numerous creators and an active cultural scene, Uppsala is uniquely positioned to become the ECoC in 2029. The initiative is not an isolated cultural event but a central part of the municipality's long-term goals and budget.

### The Cultural strategy of the municipality includes the following priorities:

- Every citizen's right to be culturally engaged**  
 Uppsala municipality aims to facilitate cultural participation for all and to encourage creative expression. The cultural policy is developed from a citizen's perspective, ensuring an offering that considers linguistic diversity, economic accessibility and includes gender equality and LGBTQ+ perspectives. Special priority is given to children and youth and their access to creative opportunities in daily life.
- Arts policy for a flourishing society**  
 Uppsala municipality intends to create favorable and sustainable conditions for artists and creators. The arts policy aims; to protect the integrity, independence and intrinsic value of art; to promote artistic quality; to enhance artistic diversity and to provide sustainable conditions for various forms of art including educational opportunities within the field.
- Cultural planning for an attractive and sustainable city**  
 Since 2022, the ECoC year has been included in both the municipality's cultural policy and action plan, as well as in Region Uppsala's cultural plan for 2023–26. Collectively, the work on *Between the Lines* creates a necessary platform for the continued development of the municipality's cultural infrastructure and the enhancement of its existing assets.

### Integration with the city's overall strategies

The ECoC initiative is deeply embedded in Uppsala's broader goals and budget processes for the period 2025–2028. In the municipal strategy culture is viewed as a central driving force to achieve the city's overarching social, economic and environmental objectives. By integrating the ECoC into the city's overall cultural strategy, Uppsala strengthens its ambition to become a sustainable and innovative city. ECoC creates synergies across different sectors, enhancing links between culture, education, business, and tourism. By promoting cultural innovation and creativity, ECoC contributes to making Uppsala more attractive to both residents and visitors. The initiative also supports the city's strategies for social integration and economic growth.

### Impact on long-term planning

A revision of the cultural policy program and its action plan has been specifically undertaken to include and clarify the ambitions resulting from the ECoC initiative. Our aim is to better align the ECoC initiative and its long-term effects on the city's

development. Uppsala sees ECoC as a catalyst for the development of cultural sector encouraging new forms of cultural expression and services. By investing in cultural infrastructure and creating opportunities for local artists and cultural creators, Uppsala aims to position itself as a leading cultural city in Europe. This revised action plan is expected to be decided upon in the winter of 2024.

The ECoC initiative leads to significant improvements in our cultural infrastructure. By developing new cultural venues – the so called de-centralstations - and enhancing existing ones, the accessibility and quality of cultural offerings for both residents and visitors are increased.

Becoming the ECoC presents a unique opportunity to elevate Uppsala's international profile. Showcasing the city's rich cultural landscape and innovative cultural projects on a global stage attracts both tourists and investments, thereby strengthening the city's strategies for international presence and attractiveness.

### Promotion of cultural participation

One of the key focus areas in Uppsala's cultural policy program is to promote access to cultural activities for all and give our citizens possibilities to develop their own creative skills. The ECoC initiative promotes cultural participation by engaging broad audiences and creating inclusive cultural activities. Uppsala strives to create sustainable conditions for artists and cultural creators and to promote artistic quality and creativity. Through the ECoC initiative, Uppsala will enhance its efforts to support local artists and create platforms for international cultural exchange.

### Cultural planning and societal development

Cultural planning that integrates culture into societal development is central to both Uppsala's and the EU's strategies. This includes developing cultural venues, promoting cultural heritage and supporting cultural and creative industries. Through ECoC, Uppsala will advance its cultural planning and create a more sustainable and inclusive urban environment.

## 1.2 DESCRIBE THE CITY'S PLANS TO STRENGTHEN THE CAPACITY OF THE CULTURAL AND CREATIVE SECTORS, INCLUDING THROUGH THE DEVELOPMENT OF LONG-TERM LINKS BETWEEN THESE SECTORS AND THE ECONOMIC AND SOCIAL SECTORS IN YOUR CITY.

We took the complex challenge of becoming ECoC as an opportunity to better understand the cultural needs of our city, today and in the future. We asked ourselves: What skills are we lacking? What border-crossing partnerships are left unrealized? How can we make cultural participation accessible in all parts of the city and the surrounding region? How can cross-sectoral cooperation between city planning and culture create active public spaces and sustainable neighborhoods?

### Developing and strengthening the cultural infrastructure

By improving both physical and digital infrastructure, supporting cultural actors and organizations and promoting international and regional cooperation, Uppsala is laying a strong foundation for continued cultural and creative growth.

#### Physical infrastructure

Uppsala plans to enhance and develop new cultural facilities without necessarily adding new buildings. Our aim is to focus on creative reuse and transformation of existing structures and unused spaces. It is more sustainable – environmentally, economically (we will be able to keep rents lower) and socially (preserving the built cultural heritage and the memories created around them by the local community). These initiatives will establish long-term infrastructures that will support the cultural sector for years to come.

#### Digital infrastructure

We are developing online platforms for interactive art experiences, digital archives and virtual tours. By leveraging digital media the city aims to reach a wider audience and make culture more accessible to all.

### Strengthening cultural actors and organizations

#### Educational programs

Over the past years we've consulted a wide range of citizens, associations, and institutions to identify their key needs: knowledge and experience with international collaboration, access to external financing opportunities, audience engagement approaches and international exchange, particularly residencies. To meet these needs and support the sector, Uppsala will offer a range of educational programs that will be coordinated by the *Resource Center for Intercultural Collaboration* (see Cultural program 2.2.)

#### Support structures

The city aims to provide financial and administrative assistance and support to the sector. This includes grants, scholarships and other resources that can help cultural actors develop and implement their projects. Part of this long-term objective is embedded into the *Resource Center for Intercultural Collaboration*.

### Enhancing international and regional cooperation

#### International partnerships

Through expanding international networks, Uppsala will exchange knowledge, skills, and cultural products. Participation in networks such as the Cities & Regions Network within EIT Culture & Creativity will promote innovative policy development and provide valuable contacts, further strengthening the capacity of the cultural and creative sectors. European cultural networks like IETM, TransEuropeHalles and Culture Action Europe are ongoing doorways for increased international collaboration. *The Resource Center for Intercultural Collaboration* will coordinate efforts and opportunities for further networking.

#### Lessons learned from Eurocities Cultural Forum

Over the years, Uppsala has actively participated in the Euro-cities Cultural Forum, gaining valuable insights and lessons. It has provided access to knowledge on best practices in cultural policy and strategy, underscoring the importance of having a structured and long-term plan for cultural development. This is central to our ECoC initiatives.

#### Regional cooperation

An increasing social segregation in our city has led to a widening cultural gap. To address this, Uppsala plans to strengthen regional cooperation, including joint projects with neighboring municipalities and counties. Sharing resources and expertise will help develop a cohesive and strong cultural profile for the region, ensuring inclusive cultural participation by all citizens.

#### Collaboration with EIT

Uppsala University's involvement as a leading partner in the EIT Culture & Creativity network has been crucial in promoting innovation and collaboration within the cultural and creative sectors in Uppsala. Now that Uppsala Municipality joins the Cities & Regions Network within EIT, these collaborations are further enhanced. The membership offers added value through knowledge exchange with other European cities increasing our opportunities to secure EU funding for development projects. Region Uppsala and Uppsala University have been key players in these efforts. Through joint projects and strategic partnerships, we have explored how culture, creativity, and innovation can be best promoted. The combined efforts of these actors create a strong foundation for meeting future challenges and opportunities.

## 1.3 HOW IS THE EUROPEAN CAPITAL OF CULTURE ACTION INCLUDED IN THIS STRATEGY?

Integrating ECoC into Uppsala's strategy involves a comprehensive integration of culture into the city's development reflecting the EU's cultural policy goals. This initiative positions Uppsala within a larger European context, facilitating the exchange of knowledge and perspectives and contributing to a more dynamic, inclusive and internationally recognized cultural capital. This strengthens the city's profile and creates long-term benefits for both residents and visitors.

Through this strategic framework and operational connections, Uppsala demonstrates a strong commitment to using culture as a driving force for sustainable urban development and improved quality of life, aligning with the broader European objectives of fostering cultural cooperation, diversity and sustainability.

### Purpose of integration

The purpose of including ECoC in the city's strategy is to:

- **Promote cultural renewal**  
Renew and revitalize Uppsala's cultural life through innovative projects and increased cultural engagement among residents, in line with European cultural policies and priorities.
- **Integrate into a broader context**  
Position Uppsala within a larger European framework, sharing our knowledge and being open to new perspectives and insights from other cultures and cities.
- **Contribute to sustainable urban development**  
Integrate culture as a key factor in the city's development plans, creating synergies between culture, education, business and tourism, which supports the EU's strategy for smart, sustainable, and inclusive growth.
- **Create new job opportunities and a sustainable ecosystem for cultural actors**  
We aim to foster economic growth by creating new job opportunities within the cultural sector. This involves supporting local artists, performers and cultural organizations through increased funding, training and resources. By establishing a robust support system, we can ensure a sustainable ecosystem where cultural actors can thrive. This not only boosts employment but also enhances the vibrancy and diversity of Uppsala's cultural landscape, contributing to the city's overall economic and social well-being.

### Strategic framework

#### Strategic goals

The ECoC initiative is directly linked to specific strategic goals within Uppsala's long-term cultural strategy and plans, including:

- **Increased cultural accessibility**  
By improving and developing cultural infrastructure and digital platforms, we increase access to culture for all residents, supporting the EU's goal of making culture accessible to

everyone. This aligns with our broader strategy of adapting to demographic changes and technological advancements.

- **Promotion of cultural diversity**  
The ECoC initiatives focus on including and celebrating various cultural expressions and perspectives, creating a more inclusive city and aligning with the EU's commitment to cultural diversity. This goal ties into our efforts to address demographic changes and social inclusion.
- **Integration into international networks**  
By participating in international networks and collaborations, we position Uppsala within a larger European context, sharing our knowledge and being open to new perspectives, thereby contributing to the EU's cultural exchange and cohesion goals. This strategic aim reflects our broader goal of adapting to and leading in sustainable urban development and climate transition.

### Integrated Uppsala's planning documents

ECoC is an essential part of Uppsala's official planning documents, including:

- **Cultural strategy**  
The ECoC initiative is a central part of Uppsala's cultural policy program and action plan, reflecting the EU's emphasis on culture as a pillar of sustainable development.
- **Tourism strategy**  
ECoC contributes to increasing the city's attractiveness to international tourists, in line with the EU's tourism policy.
- **Economic development plans**  
The integration of ECoC into the city's budget and long-term economic plans ensures sustainable cultural and economic growth, resonating with the EU's economic objectives.

### Operational connections

#### Planning processes

ECoC is integrated into the city's ongoing planning processes through:

- **Budgeting**  
ECoC projects and activities are included in the city's annual budget and long-term economic plans, ensuring alignment with EU funding mechanisms and priorities.

- **Project planning**

Specific ECoC projects are planned and implemented in line with the city's overall development strategies and infrastructure investments supported by EU cultural programs.

- **Policy development**

Policies are adjusted to support and promote cultural initiatives as part of ECoC, aligning with EU cultural policy frameworks.

### Coordination and collaboration

To ensure effective implementation of ECoC measures various municipal departments and external partners collaborate:

- **Municipal departments**

Culture, education, business, and tourism collaborate to integrate ECoC into city services and infrastructure, ensuring coherence with EU policy areas.

- **External partners**

Collaboration with academic institutions, cultural organizations and international networks strengthens the city's cultural strategy fostering European cultural cooperation.

### Measurable effects and follow-up

#### Evaluation methods

To measure and evaluate the effectiveness of ECoC the following methods are used:

- **Quantitative and qualitative methods**

Combined methods to gain an in-depth understanding of both processes and results, following EU evaluation standards.

- **Existing surveys**

Long-term surveys and follow-ups, such as Sweden's citizen survey and the city's own brand platform providing data aligned with EU cultural indicators.

- **Innovative data collection methods**

Social media analytics, mobile tracking and interactive feedback platforms, supported by EU research initiatives.

### Forward-looking perspectives

#### Future-proofing and sustainability

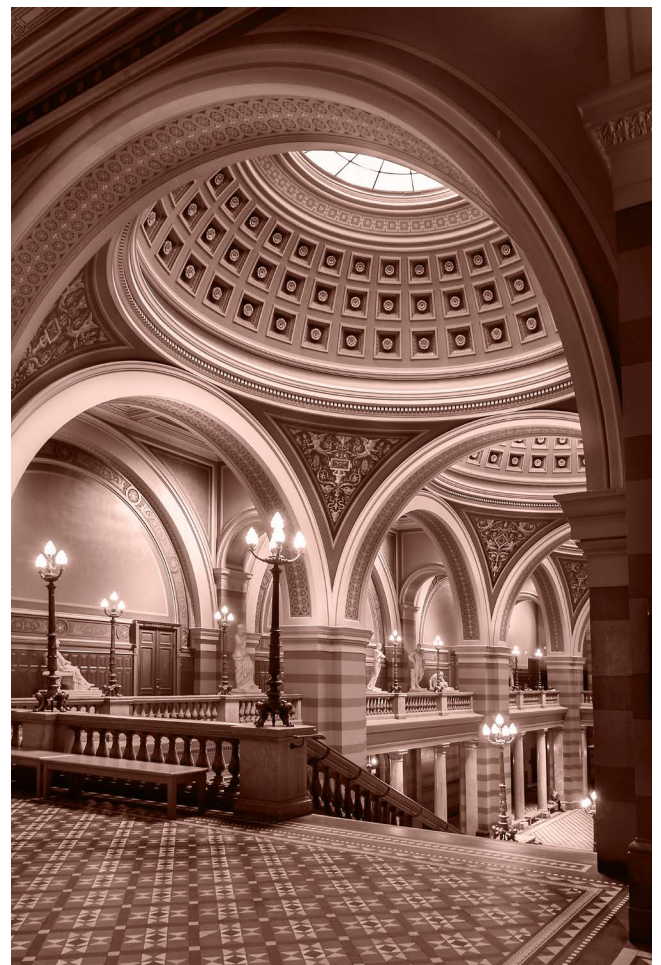
The ECoC initiative is designed to have a lasting impact through:

- **Sustainable development**

Creating sustainable cultural infrastructures and long-term support structures for artists and cultural actors, in line with the EU's sustainability goals.

- **International collaboration**

Building long-term international partnerships and networks that continue to benefit the city beyond the ECoC year, contributing to the EU's cultural and external relations policies.



Uppsala University  
Main Building.  
Photo: Stewen Quigley

## 1.4

# IMPACT: IF YOUR CITY IS AWARDED THE TITLE OF ECoC, WHAT DO YOU THINK WOULD BE THE LONG TERM CULTURAL, SOCIAL AND ECONOMIC IMPACT ON THE CITY

Uppsala's progress is driven by ambitious sustainability goals. We aim to be a world leader in environmental and climate transition. By 2030, the municipality will be climate-neutral and by 2050 climate-positive. During this time span the population is expected to increase by 30% from today's approximately 240,000 to 330,000, making it a huge undertaking. The title of ECoC 2029 is a central part of this vision offering a unique opportunity to position Uppsala on the international stage, promote cultural exchange, build a network with European cities facing similar challenges and to strengthen the city's cultural identity.

### Expected effects of the European capital of culture year

Becoming the ECoC 2029 is expected to have significant cultural, social and economic effects, as well as impact urban development in extensive ways.

#### Cultural impact

- **Cultural identities**

The title of ECoC will highlight Uppsala's unique cultural heritage and contemporary expressions on an international level, strengthening the city's diverse cultural identities and collective pride. It provides a platform to showcase the city's rich history and dynamic contemporary culture contributing to increased understanding and appreciation of Uppsala's cultural wealth.

- **Cultural exchange**

The title will enable expanded cultural exchange and collaborations with other European cities and cultural creators, enriching the local cultural offerings and creating new opportunities for innovation and creativity. This exchange will promote cultural dialogue that strengthens ties between Uppsala and the rest of Europe.

#### Social impact

- **Community engagement and inclusion**

The ECoC year will promote greater community engagement and inclusion by offering accessible and relevant cultural programs for all community groups. This includes initiatives such as participatory budgeting and culture in rural areas, ensuring that all residents can participate in and benefit from cultural activities.

- **Strengthened community and local pride**

Through a range of events and activities throughout the year residents will have the opportunity to engage in the city's cultural life, strengthening community bonds and local pride. These activities create a strong sense of belonging and contribute to a positive city identity.

#### Economic impact

- **Economic stimulation**

The title is expected to lead to economic stimulation through increased tourism, new job opportunities and investments in cultural infrastructure and related sectors. Improved infrastructure and a diversified cultural offering will make Uppsala an even more attractive destination for visitors and investors.

- **Lasting economic benefits**

The long-term economic benefits include sustainable growth in the tourism industry and increased opportunities for local businesses. Uppsala can become a model for how culture can contribute to economic and social sustainability by establishing lasting cultural institutions and programs.

#### Sustainability aspects

- **Environmental sustainability**

Our *Between the Lines* cultural program will drive the development of sustainable event practices and contribute to the city's overall environmental goals. This includes sustainability strategies for cultural production and transport, reducing the city's carbon footprint and promoting sustainable lifestyles.

- **Cultural sustainability**

The initiative will strengthen and preserve cultural diversity and promote cultural sustainability in the long term by creating lasting networks and collaborations between various cultural actors. By supporting local art and culture and creating platforms for international cultural exchange we ensure that Uppsala's cultural heritage and creative expressions continue to flourish.

### Long-term overarching impact goals

#### 1. Experiences from the ECoC 2029 continue to be a driving force in Uppsala's and the Mälardalen region's development.

The ECoC 2029 will have a lasting impact on both Uppsala and the Mälardalen region by serving as a catalyst for sustainable development and cultural renewal.

#### 2. Community engagement and participation have increased.

One of the main goals of the ECoC is to increase residents' engagement and participation in cultural activities and decision-making processes, contributing to a stronger democracy and higher quality of life.

#### 3. Uppsala continues to develop and expand its networks within the EU.

To maximize the effect of the ECoC year and its long-term benefits, it is crucial that Uppsala develops and expands its networks within the EU.

#### 4. Experiences are preserved, evaluated, and developed.

To ensure that the lessons learned from the ECoC are not lost, experiences must be preserved, evaluated, and continuously developed.

#### 5. Uppsala's cultural and creative industries continue to grow.

The ECoC will serve as a platform to stimulate growth and innovation within Uppsala's cultural and creative industries.

#### 6. Uppsala continues to develop as a hub for meetings and knowledge exchange.

The ECoC will position Uppsala as a central hub for meetings, discussions and knowledge exchange in sustainable development and culture.



Rave at Vasaborgen, Uppsala Castle  
Photo: Psykosmani

## 1.5 MONITORING AND EVALUATION: OUTLINE BRIEFLY THE PLANS FOR MONITORING AND EVALUATION

Uppsala has designed a comprehensive evaluation and impact measurement strategy to monitor and analyze the effects of the ECoC 2029. This strategy aligns with Uppsala municipality's overall cultural and planning strategies. It also adheres to frameworks such as UN Agenda 2030, UNESCO Culture 2030 Indicators, and the European Commission's Guidelines for ECoC evaluations.

The long-term overall impact of the ECoC will primarily be evaluated using existing surveys, giving us the possibility to follow up and analyze long term effects. Two major existing surveys will be conducted regularly from 2025.

### • The brand platform

Starting in 2016 the municipality and other public and private stakeholders developed a brand platform. Survey results from 2017 and 2022 provide baseline measurements of Uppsala as a destination, willingness to move to Uppsala and Uppsala residents' satisfaction. The platform is being re-branded, leveraging both past and future brand surveys. Follow-up surveys will be conducted biennially starting in 2025. This makes comparisons over time and adding relevant cultural indicators possible.

### • Sweden's citizen survey

Uppsala municipality participates in the so-called Sweden's citizen survey, performed by Statistics Sweden every two years. The 2023 survey provides data on residents' opinions about municipal services, including cultural facilities and integration. These surveys offer insights to cultural participation and satisfaction by different demographic and socioeconomic groupings. Data can be analyzed for the Uppsala region and contribute to comparisons with other similar cities before and after 2029.

### Additional data collection for mid-term measurement

To accurately assess the long-term impact of hosting the ECoC in 2029, Uppsala will evaluate the possibility to also use international databases, such as Eurostat, focusing on metrics like trade in cultural services. In the years before and after the ECoC year, Uppsala will collect and analyze additional data covering the six impact goals as described under section 1.4.

### Collaboration with Uppsala University and other external partners

The evaluation of the impact of the ECoC will be performed in cooperation with researchers and students at Uppsala University, a founding partner of the *Innovation by Creative Economy consortium*. Uppsala University will play a central role in the evaluation process, contributing academic expertise and research resources, including:

- **Research collaborations:** Doctoral projects and research groups focusing on cultural and social change.

- **Data analysis:** Advanced statistical analysis and data modelling to identify trends and patterns.
- **Publications and dissemination:** Academic publications and presentations to share knowledge and experiences.

To ensure objectivity and transparency Uppsala will engage external and independent evaluators that will oversee and review all aspects of the evaluation process, from designing the impact measurement strategy, data collection to final reporting. In 2025 Uppsala will put together an evaluation committee with representatives from Uppsala Municipality, Uppsala University, other experts and representatives from the cultural sectors. Their task is to develop in more detail the evaluation and impact measurement strategies.

### The table links Uppsala's six impact goals, strategy of evaluation and measurement with specific indicators:

- 1. Knowledge base:** Use existing research on the impact of cultural interventions to inform and guide the evaluation strategy.
- 2. Data collecting methods:** Evaluate data collecting methods e.g. social media analytics, mobile tracking, wearable technology, interactive feedback platforms for real-time data collection and analysis which minimizes costs.
- 3. Participatory evaluation:** Engage community members through cost-effective methods like online surveys and focus groups. Use of already existing surveys for cost effectiveness and to provide data over time.
- 4. Expert panel:** Appoint an expert panel (cultural journalists, researchers in cultural studies, practitioners in the field of culture etc.) to review Uppsala's cultural qualities before and after the ECoC.
- 5. Benchmarking:** Compare Uppsala's performance with previous ECoC cities to identify best practices without extensive costs.
- 6. Strengthened collaborations:** Leverage partnerships with academic institutions and local organizations to share resources and expertise with regard to evaluation.

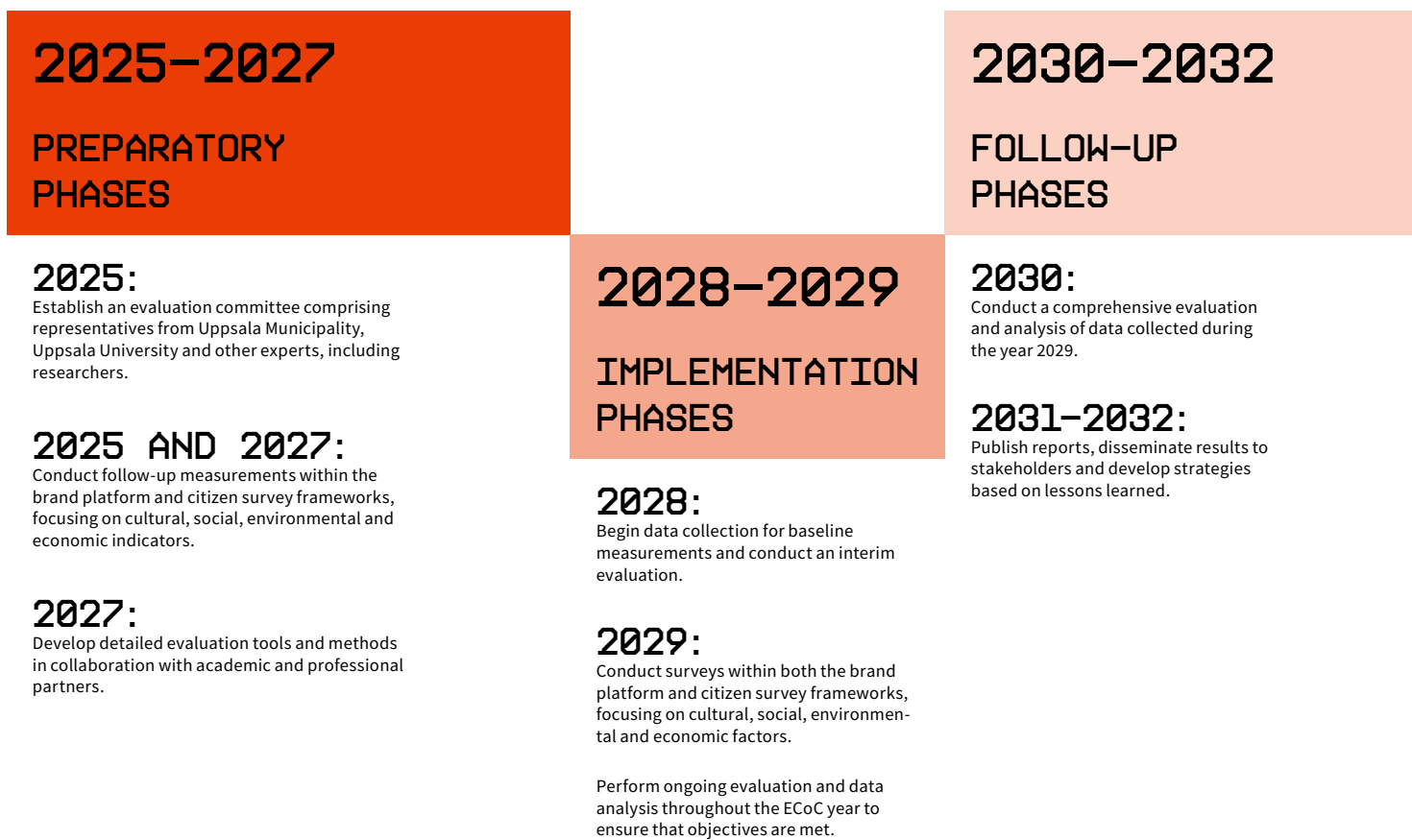
By implementing the following approaches, in part or whole, Uppsala can ensure a robust and feasible monitoring and evaluation strategy within a constrained budget, demonstrating a commitment to continuous improvement. These approaches are tentative and will be further refined and challenged by the evaluation committee (see above) once it delves into the detailed design of the evaluation.

IMPACT GOALS	RESULTS/SUCCESS	BASELINE STATEMENT	INDICATIVE INDICATORS
Sustainable Development	Reduced environmental impact of cultural activities	Current consumption and travel patterns are unsustainable	<ul style="list-style-type: none"> <li>- Carbon reporting and life cycle analysis in cultural events</li> <li>- Sustainable procurement practices</li> <li>- Number of overnight stays, duration of stay, spending patterns, and country of origin</li> </ul>
Strengthened Democracy and Quality of Life	Increased involvement and integration through culture	Current satisfaction in influencing municipal politics and support for local culture is low	<ul style="list-style-type: none"> <li>- Citizen satisfaction (polls)</li> <li>- Number of inclusive cultural initiatives</li> <li>- Representation of diverse groups in cultural events</li> </ul>
Enhanced European Networks	Expanded EU networks and shared ECoC experiences	European networks are currently relatively underdeveloped	<ul style="list-style-type: none"> <li>- Number of new partnerships</li> <li>- Collaborative projects with EU cities</li> </ul>
Increased collaboration, Participation and Decentralization	Creation of cultural hotspots and increased engagement	Geographically concentrated cultural life need to be more spread out, divers and decentralised	<ul style="list-style-type: none"> <li>- Mapping of cultural arenas</li> <li>- Analysis of production and co-production patterns</li> <li>- Collaboration between public, private and non-profit organizations</li> </ul>
Growth in cultural and creative Industries	Uppsala's cultural and creative industries continue to grow and are well connected to innovation-oriented industries	Reinforced and enhanced strategic complementarity between culture, creativity and innovation-oriented industries.	<ul style="list-style-type: none"> <li>- Employment figures</li> <li>- Economic impact of cultural sector</li> <li>- Partnerships and collaborations between cultural, creative and innovation-oriented industries.</li> </ul>



### Timeline and dissemination

Post-2029 follow-up measurements will track progress and long-term impacts, comparing baseline data with subsequent years to identify changes and trends. Results from the evaluations will be made publicly available and used to inform and improve future strategies. By publishing reports and organizing public consultations, Uppsala will make sure that residents and stakeholders remain informed and engaged in the process. The evaluation will generate accessible and easily communicated results, that can be used for cultural strategies and capacity building by other cities in Sweden, the EU and the European Commission.



## 2032–2039

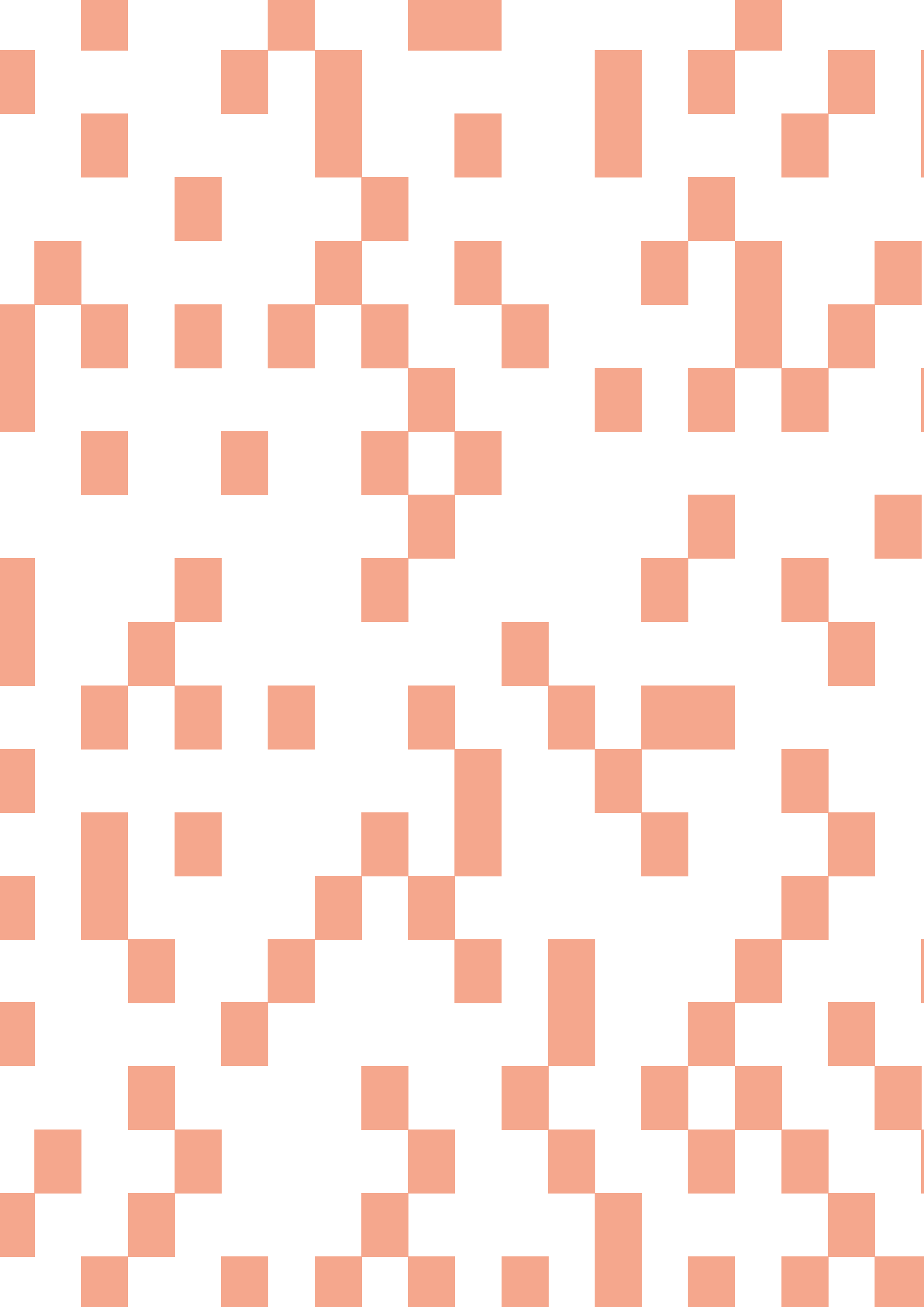
### LONG-TERM FOLLOW-UP

#### **2034:**

Engage in long-term discussions on the impact of culture in Uppsala and the Uppsala region.

#### **2039:**

Host the Uppsala Cultural Summit to evaluate the ten-year impact of being the ECoC.





## 2. CULTURAL AND ARTISTIC CONTENT

**The theme for our bid to become the European Capital of Culture 2029 - Between the Lines - aims to capture the challenges and possibilities of a growing city using culture and heritage as a driving force for change and cohesion.**

We aim to create a cultural program that explores Uppsala between the lines, encouraging visitors and inhabitants to read and interpret the unspoken meanings, feelings and intentions of the growing Uppsala and at the same time experience the urban fabric of the city and beyond.

Between the lines is thus both a spatial and architectural concept and a metaphorical and poetic/cultural, rooted in the coming years of intense investment in developing our city. It reflects the challenges and possibilities our city is facing today and tomorrow.

Our cultural program will capture all these aspects. It is a vehicle for change and a way for us to come together as a community, to make a collective effort to reach the ambitious aims to make Uppsala a sustainable city with a high quality of life for all where culture is a part of the urban fabric, the weave of our city.

## 2.1

# WHAT IS THE ARTISTIC VISION AND STRATEGY FOR THE CULTURAL PROGRAMME OF THE YEAR?

## UPPSALA BETWEEN THE LINES

**The theme for our bid to become the ECoC 2029 - *Between the Lines* - aims to capture the challenges and possibilities of a growing city using culture and heritage as a driving force for change and cohesion.**

We are creating a cultural program for the ECoC that explores Uppsala between the lines, encouraging visitors and inhabitants to read and interpret the unspoken meanings, feelings and intentions of our growing city. We also want to encourage everyone to experience the urban fabric and physical spaces and places of Uppsala.

*Between the Lines* refers both to the linguistic meaning - to see and understand something unspoken, to find meanings that are intended but not directly expressed, and the more mathematical, literal sense - of being in a position between the lines i.e. to be somewhere between for example the railway and the square, in this respect the concept *Between the Lines* describes the physical urban spaces between points, places (spots) and lines.

*Between the Lines* is thus both a spatial and an architectural concept as well as a metaphorical and poetic/cultural, rooted in the coming years of intense investment in building and rebuilding our city.

We took the opportunity the candidacy gave us to understand better the cultural needs of our city, now and for the future. What skills are lacking? What border-crossing partnerships are left unrealized? How can we make cultural participation accessible in all parts of the city and the surrounding region? How can cross-sectoral cooperation between City Planning and Culture create active public spaces and sustainable neighborhoods?

Uppsala is experiencing a period of intense development and transformation. The theme of our bid, *Between the Lines*, reflects the challenges and possibilities our city is facing. With this bid we seek new ways to connect the city's diverse areas and inhabitants.

By creating platforms for participation and representation in both the city center and the surrounding areas, we aim to strengthen cultural diversity and create a more cohesive city. The cultural program also aims to connect the city's rich historical heritage with its new modern, multifaceted identity. By leveraging the city's academic networks and research projects, we can use culture as a driving force for social innovation and strengthen the city's role in the European dialogue on sustainable development.

By fostering cross-sector collaborations between culture, urban development and business, we aim to create a cultural infrastructure that is not only socially and ecologically sustainable but also economically viable. This is a concrete realization of our vision to position Uppsala as a leader in the transition towards a more sustainable future, where culture is an integral part of the city's development.

With *Between the Lines* framework, focusing on these three development areas, we have created cultural program that not only highlights Uppsala as a city with a rich historical heritage, but also as a city of the future where people and innovations thrive.

## WE BASE THE BETWEEN THE LINES CULTURAL PROGRAM ON THREE OBJECTIVES FOR CHANGE:

- CULTURAL ORIENTATION AND DIVERSIFICATION
- KNOWLEDGE EXCHANGE AND RESEARCH
- INNOVATION, SUSTAINABILITY AND ECONOMY

### The Compass – a strategic roadmap

The Compass is a glossary of key concepts, an ethical “roadmap” that guides our work both with artistic choices and strategic planning. The cardinal points define our approach and provide a groundwork of ethics and ideas to inform our journey to 2029 and beyond. They require resilient curatorial attention and orient us in evaluating proposals for future target calls.

Rooted in the principles of the Compass, we built a cultural program that reflects the needs and wishes of a growing city, addressing the gaps between the lines that we have identified.

#### 1. Cultural courage

Culture has the capacity to challenge norms, to inspire creative thinking and bring hope. This demands courage and a reasonable belief in the future.

#### 2. Participation

We are focused on co-curation, creativity and empowerment. Especially important is the capacity of citizens to influence decision-making at the local level, including future attempts at participatory budgeting that are planned.

#### 3. Neighborhoods

The local cultural infrastructure, on a small and flexible scale, needs emphasis throughout the region. And how can we add an international dimension to local self-perception?

#### 4. Movement

Improved local transport increases movement in the city and the region. It creates opportunities to reach multiple cultural access points, to flow between neighborhoods and into the countryside. New rail lines, trams, bike paths all become tools for citizen engagement

#### 5. Spaces

The institutional spaces – exhibition and concert halls, theaters, libraries, university arenas – all fulfill their significant purpose. Temporary spaces are physical locations equipped and utilized for a short-term purpose. They take various forms: pop-up galleries, temporary installations, mobile structures and more. Cultural re-cycling is cost-efficient and avoids creating permanent structures that later become obstacles.

#### 6. Cultural intimacy

With an overwhelming information industry igniting daily stress, each one of us strives for personal space and tranquility. New formats for cultural encounters must be invented. Cultural intimacy can involve itinerant art experiences, small audiences at multiple sites – less passivity, more active engagement. It also affects how we form and use public space.

#### 7. Sustainability

2029 is one year before the Agenda 2030 objectives should be reached. We face exceptional goals: to reduce the carbon footprint, to utilize effectively existing resources for culture, through coordination and collaboration. And all this without lowering our ambitions for a creative society.

#### 8. Serendipity

Serendipity refers to the occurrence of fortunate or valuable discoveries or experiences by chance, Serendipity involves a combination of curiosity, open-mindedness and the ability to recognize and seize opportunities that arise unexpectedly.

## 2.2

## GIVE A GENERAL OVERVIEW OF THE STRUCTURE OF YOUR CULTURAL PROGRAM.

Our cultural program is rooted in a comprehensive and forward-looking strategy that seeks to transform the city's cultural, social and urban landscape. Through strategic initiatives, we seek to enhance Uppsala's cultural capacity. We also address the city's evolving needs for cultural infrastructure, creative education and community engagement. Laying the groundwork for a legacy that continues to shape Uppsala's community for years to come.

The cultural program is constructed on two main pillars: **CROSSCURRENTS** and **CROSSROADS**

### CROSSCURRENTS

Crosscurrents is a strategic process leading up to 2029. A crosscurrent runs counter to the general forward direction. We use it here as a metaphor for initiatives that responds to one or more of *Between the Lines* primary objectives.

There are a total of four different Crosscurrents:

- **RESOURCE CENTER FOR INTERCULTURAL COOPERATION**
- **DE-CENTRAL STATIONS**
- **UNDER CONSTRUCTION**
- **KIDS!**

Each is designed to respectively answer an identified need: capacity-building and international networking; artistic mobility; public art and public space and children/youth.

Crosscurrents is long-term, intended to leave a legacy after the ECoC year is over and addresses a need that we have identified as essential.

Each Crosscurrent starts to function immediately after the title is awarded, carrying on until and after 2029. Together they form lines accompanying the entire ECoC process: supporting, empowering and finally strengthening the role that culture plays in the urban development of Uppsala. Crosscurrents are all intended to leave a legacy on the cultural landscape, in terms of capacity, infrastructure and coordination.

Each Crosscurrent is under the leadership and economic management of the City and the Region - each strengthened by European partnerships.

There will be a designated artistic producer for each Crosscurrent, under the guidance of the Uppsala 2029 Program Director.

### CROSSROADS

All projects connected to *Between the Lines* cultural program are clustered in five Crossroads. Each Crossroads encompasses a number of different projects. They all connect different local initiatives, international encounters and sometimes co-production.

There are a total of five different Crossroads:

- **BODY**
- **HOPE**
- **SCIENCE**
- **HOME**
- **HERITAGE**

Each Crossroad is coordinated and budgeted by a working group composed of a cross-section of Uppsala's cultural life, representing cultural institutions, independent and/or civil initiatives (people activated through their own initiatives, whether publicly financed or not). They represent a re-enforcement of inter-disciplinary management, including an attempt at participatory budgeting.

The working group will realize and develop the cultural program for their Crossroad, define criteria for future target calls, mandate artistic directors or curators, and distribute the budget allocated to their Crossroad.

A project leader, designated by the Uppsala 2029 Program Director, will be assigned to each Crossroad.

Nearly all initial projects have timelines beginning in 2025/2026, culminating in increased public action during the ECoC year.

Within each Crossroad budget, 10-15% will be earmarked for future target calls in 2026 and 2027.

# CROSSCURRENTS

## RESOURCE CENTER FOR INTERCULTURAL COOPERATION (RCIC)

To address common needs of the cultural sector in Uppsala we will set up a resource unit. It aims to support the sector in the need for:

- Increased international knowledge, financing and partnership.
- Exchange and increased mobility for artists and culture makers, both to and from Uppsala.

The initial role of the RCIC is to function as a development instrument for all projects connected to Uppsala 2029, facilitating European partnerships, improving audience engagement techniques and supporting co-financing opportunities.

The RCIC is to be located above the existing artist led cultural space Köttinspektionen. The space will be expanded to the second floor – making spaces for co-working, offices, seminar rooms and kitchen/café.

The RCIC is long-term commitment, aiming both generate (on the way to 2029) and maintain (2030 and beyond) cooperation with European cities and initiatives. It will be a portal for coordinating and supporting:

- **Audience engagement:** coordination and improvement of audience engagement skills for project leaders.
- **Capacity-building:** hosting and producing seminars and conferences in collaboration with educational institutions arrange, hosting European cultural networks such as IETM, CAE, Trans Europe Halles, WOMEX, IASPA, European Music Council etc.
- **External financing and EU cooperation:** an advisory desk for external funding and EU resources, accessible to institutions and independents.
- **Mobility schemes:** identify international opportunities for local artists and strengthen Uppsala's capacity to host international artists.
- **Internships:** Job-shadowing and networking throughout Europe

### Start-up

The first focus of the RCIC is skills development for audience engagement and participation, starting in the fall of 2024. We bringing together participants from various municipal departments and cultural actors to test models, with the goal of scaling up in 2025. A parallel pilot project will focus on external funding and European partnerships, beginning in the Spring of 2025.

The first initiatives will be led by ThirdPlace, a CCSI-driven project aimed at strengthening social sustainability and cohesion in vulnerable neighborhoods in Budapest, Hrastnik, and Uppsala. In Gottsunda/Uppsala, residents will participate in cultural and heritage projects to promote diversity, integration, and participation. The project runs from 2024 to 2025, financed by the EU.

**Lead partners:** Uppsala Municipality, Region Uppsala, Uppsala University

#### Local engagement:

All projects in our cultural programs, including projects under development and later financed through target calls in 2026 and 2027, will be encouraged to participate in the various capacity-building and mobility schemes generated by the RCIC. Opportunities will be offered to all cultural/social/urban initiatives, to generate skills and networks

#### Strategic partnerships (national):

Networking nationally is an important base for knowledge dissemination. We will work to strengthen Uppsala as a hub for national cooperation and learning by engaging the following actors to cooperate and engage.

- The Swedish Agency for Economic and Regional Growth (Tillväxtverket)
- Public Art Agency (Statens konstråd)
- Sweden's innovation agency, Vinnova
- Common Values United (Stockholm)
- Kulturverkstan (Gothenburg)
- Sweden's National Touring Theatre Värmland (Riksteatern Värmland)
- Creative Europe Desk - Sweden
- IASPIS The Swedish Arts Grants Committee
- ThirdPlace//EIT Culture and Creativity

#### Intended strategic partnerships (international):

International partnerships will be fertilized with study visits, hosting shared conferences (live and digital), job-shadowing and exchanging perspectives.

- Skopje University for the Performing Arts (North Macedonia)
- Culture Action Europe (Brussels)
- IETM (Brussels)
- ISPA
- Trans Europe Halles
- Res Artis – Worldwide Network of Arts Residencies
- Culture Moves Europe (EU residency program)
- A.R.E.A. (Arts in European Rural Areas)
- SPARSE (EU/Creative Europe financed initiative)
- ECoC: Vezprem 2023, Tartu 2024, Bourges, Budweis 2028, Lublin 2029
- ECoC candidates 2030: Namur, Nikšić, Leuven



**Lead organizer:** Uppsala Municipality, Region of Uppsala

**Intended local partners:**

- Köttinspektionen
- Rasbo community heritage center
- Atrium Ljungberg Real Estate
- White Architects
- Archus Architects
- Artist studio association Hosptalet

**Intended national partners:**

- MEMA Dance (creates performing arts for children and young people)
- Swedish Center for Architecture and Design (ArkDes)
- The Swedish National Heritage Board
- Sirqus Alfon
- The National Association Folkets Hus och Parker
- Uppsala University

**Intended international partners:**

International partnerships will be fertilized with study visits, hosting shared conferences (live and digital), job-shadowing and finally exchanging perspectives.

- European Network of Cultural Centers (ENCC)
- Art in Rural European Areas (AREA)
- International Community Arts Festival (Rotterdam, The Netherlands)
- TransEuropeHalles (TEH) network
- Brindisi 2027 – Case di Quartiere
- ECoC 2028: Bourges, Budweis.
- ECoC 2029: Lublin
- ECoC candidates 2030: Namur, Nikšić, Leuven

**Timeline 2025-2029**

- **2025:** Development of criteria and the intentions of the Crosscurrent. Mapping of neighborhood needs.
- **2029:** In total, we expect to empower six to eight De-Central Stations throughout Uppsala and the region.

## DE-CENTRAL STATIONS

*Between the Lines* builds on the conviction that urban development and culture are closely intertwined. The concept aims to explore new and innovative ways to enhance and strengthen the capacity of culture in urban development in Uppsala, using culture and heritage as a driving force for change and cohesion. The De-Central Stations theme meets this challenge.

De-Central Stations are flexible, dynamic and multifunctional spaces that combine various cultural and artistic disciplines. They are places where communities can gather, create, present and exchange, identified by the people that live and work in each neighborhood. These venues serve as incubators for projects and collaborations. They are both physical and conceptual spaces, formed by the people that coordinate and use them.

Historically, there has been a strong tendency towards centralization of cultural and visitor attractions in Uppsala. Many of the city's publicly financed cultural institutions are geographically placed in the city center. The De-Central Stations aims to diversify the cultural infrastructure and challenge this norm.

### Purposes and goals:

- **Support for local artists:** De-Central Stations offer workspaces, resources and networking opportunities for local artists and cultural workers.
- **Cultural diversity:** These spaces promote a rich and diverse cultural environment, open for everyone.
- **Community engagement:** De-Central Stations aim to include the community through workshops, performances, and interactive projects. Also by animating public spaces.

### Features and programs (some possibilities):

- **Studios and workspaces:** Providing workspaces for artists from various disciplines.
- **Exhibition spaces:** Galleries where artists can showcase their work.
- **Educational initiatives:** Workshop programs aimed at both artists and the public.

### Activities such as:

- **Interactive art:** Exhibitions where visitors participate and influence the artwork.
- **Music and theater:** Shows and sounds growing from the community itself.
- **Community engagement:** Initiatives involving local schools, associations, and residents.

### Network of De-Central Stations

The working groups from the selected areas form a network of De-Central Stations. They collaborate on technical needs, information dissemination, audience engagement, and intra-city touring. This is a large-scale project, with initial funding already in 2025.

## UNDER CONSTRUCTION

The ongoing development in both Uppsala and the region includes thousands of new homes, new neighborhoods and districts, doubling of train tracks, a new tramway and other infrastructure projects are on-going for years to come. These developments will intervene in the daily lives of many citizens. We choose to transform the sometimes disturbing but necessary “under construction” phases into a surprising and inspiring condition.

*Under construction* becomes a primary platform to realize part of Uppsala 2029’s vision: city planning in harmony with creative input. This will follow the building strategy for the city’s urban regeneration.

Construction sites and emerging public spaces will be accompanied by artists intervening in and elaborating on the construction sites, as they progress. Temporary architecture, pop-up artworks and mobile interventions will be created in collaboration with architects and construction teams. Partnerships will be brokered between artists and construction companies, including public building authorities, to inspire the planning and maintenance of artworks.

Target call for *artists* (international) during 2026-2027, with defined criteria, timeline and budget considerations will go out. The Call will be judged by a reference group and curator, recruited by the working group together with the Program Director for Uppsala 2029.

Five to six major construction projects will be chosen in collaboration with the Urban Planning Department/Uppsala Municipality and construction companies, architects and neighborhood associations.

### Highlight:

#### RUSMUS - Temporary Spaces

For several years, RUSMUS has been working to create unique opportunities for young artists in Uppsala and the surrounding region. RUSMUS aims to democratize access to art through a mobile program that explores “temporality” in public spaces.

The group seeks to include a variety of international perspectives on the path towards Uppsala ECoC 2029. In addition to our established partners in Uppsala and the region, we have initiated a dialogue with several artistic collectives in Malmö and Stockholm to develop RUSMUS into an interregional collaboration project.

RUSMUS conducts its artistic investigations and interventions in Uppsala and the surrounding region. The mobile nature of the project facilitates the anchoring of artistic explorations in the peripheries of Uppsala and in rural areas. RUSMUS will take responsibility for some UNDER CONSTRUCTION projects.

The goal of the international work is to learn from different perspectives and methods. RUSMUS have currently established contact with two organizations:

- *NIDA Art Colony* (Lithuania), which explores epistemological and cultural understandings of the “natural environment” and public spaces through local experiences and critical academic programs.
- *Armenian Arts Council*, which examines the nature-culture dichotomy in public spaces across the country, focusing on cultural heritage and current environmental challenges through artistic engagement.

**Lead organizer:** City planning administration, Uppsala Municipality

#### Intended local/national partners:

- Uppsala artist club association. (Uppsala konstnärsklubb)
- Culture House Leoparden (Kulturhuset Leoparden)
- Vasakronan real estate
- Space Rosendal
- White Architects
- Tengbom Architects
- Archus Architects
- Uppland Artist association (Upplands Konstnärsförening)
- Uppsala University
- Public Art Agency Sweden
- IASPIS The Swedish Arts Grants Committee

#### Intended international partners:

- Bureau Detours /Institute for (X) (DK)
- Metropolis (Copenhagen, DK)
- EcoC 2028: Bourges, Budweis
- EcoC 2029: Lublin
- EcoC candidates 2030: Namur, Nikšić, Leuven

#### Timeline 2025 – 2030

- **2025:** Launch target calls for establishing the network with chosen places. The Call, with specified criteria, terms, timelines and budget frames, will be evaluated by an independent reference group/jury, facilitated by a network coordinator and the Program Director.
- **2026-2027:** Target Calls, to express interest. Creation of the first 3 pilot projects, engaging with designated people and places.
- **2028-2029:** Completion of 10-15 projects.

**Working group:**

- Uppsala School of the arts (Kulturskolan)
- Region of Uppsala
- Uppsala City Library
- Music in Uppland
- Theatre Aros
- Culture house Leoparden (Kulturhuset Leoparden)
- Gottsunda Dance and Theatre
- Uppsala City Theatre
- Regina Theatre
- Uppsala loves HipHop

**Strategic and co-production partnerships (national):**

- Swedish National Touring Theatre (Riksteatern) Contemporary Circus
- Swedish National Touring Theatre (Riksteatern) - Project LINK
- Unga Klara (a national theatre for children and youth, founded by Suzanne Osten)

**Strategic and co-production partnerships (international):**

- Skopje 2028 (MK) Children's Theatre Center
- Teatrul Tineretului. Piatra Neamt (RO)
- Brindisi 2027 (IT)
- BTTF Milano (IT) (exchange and co-creation)
- Teatro delle Albe (IT) (co-creation)
- For/With/By

**Timeline:**

- **2025:** Development of the concept and strengthening the partnerships
- **2026:** Visits to European children/youth festivals, planning of the program and strengthening the financing of the festival. Recruitment of an Artistic Director.
- **2027:** First KIDS! Biennial takes place.
- **2028:** workshops and co-productions with European partners
- **2029:** KIDS! Biennial - in complete form.
- **After 2029:** Evaluation and establishment of KIDS! as an ongoing event branding Uppsala as a cultural city for future generations.

**KIDS!**

Kids! happens in multiple locations around Uppsala, both in the city and the region: public spaces, schools, libraries, leisure parks and cultural institutions. Parks, streets and building sites will be used for pop-up performances and interactive events. Kids! is formed as a series of activities, throughout the year.

By revealing hidden narratives – that exists between the lines and connecting past traditions with contemporary creativity, Kids! will uncover the unseen potential of our youngest citizens, encouraging them to explore diverse cultural identities. *Between the Lines* will work in close collaboration with schools (formal education), with Uppsala School of the arts (Kulturskolan) - a publicly funded after-school program for the arts involving thousands of children), with the City Theatre and numerous independent organisations working with children and youth. The goal of KIDS! is to challenge and stimulate the ambitions of local artists and introduce kids to high quality culture, made with and by them.

**European Biennial of Children and Youth Culture**

In 2027 and 2029, KIDS! will host the highest quality European productions available, transforming Uppsala into a major point of encounter for culture focusing on youth. The intention is to continue investment and create an international tradition in Uppsala, beneficial for Sweden, other Nordic and European countries.

On the way to - and in between – each Biennial, prep activities will set the foundation, a coordinated series of mobilities, learning sessions, study visits and co-productions. It offers a new opportunity for coordination between different actors, joined in an intersectoral working group, committed to hosting a major platform regularly, where the cultural capacity of younger Uppsala residents can manifest itself.

The biennial will be spread out in several periods throughout the year. It will include capacity-building for children and youth pedagogues and leaders, especially in the years between the biennial public events.



Éva Mag, *Stand Up I Said Stand Up* 2019, Revolve Closer, Uppsala Art Museum  
Photo: Pär Fredin

# CROSSROADS

## CROSSROAD: BODY

Crossroad: Body reflects on health, freedoms and desires, creating opportunities to meet and interact with other bodies, different from our own miraculous in their variety. It evolves around both the metaphorical and spatial aspects of the *Between the Lines* concept – our bodies in relation to space and place, as well our mind's ability to imagine and remember.

Crossroad: Body gives space to evolving ideas about extending the limits and challenging the norms.

Projects clustered in this Crossroads can be dance performances, sports events, public spaces for reflection and meditation. They will give voice to the LBGTQ+ community. They will make visible the creativity of people whose bodies are created differently. People with physical challenges/disabilities, people who challenge identity constructions (gender/sexuality/age), people committed to healthier lifestyles - here we will explore how our bodies may respond to the increasing stress in a modern society.

### Working group

SU-EN Butoh Company, *Public Art Department*, Department of Culture, Sports and Recreation, Uppsala Art Museum

## Initial projects

### Tangible Force - Moving Matter. Magdalena Abakanowicz & Éva Mag

The project aims to celebrate and explore the works of two prominent sculptors, Magdalena Abakanowicz and Éva Mag through a comprehensive international exhibition at Uppsala Art Museum. Abakanowicz is acclaimed for her radical, woven sculptures from the 1960s and 70s, which challenged conventional sculptural forms, while Éva Mag is recognized for her innovative approach to sculpture today.

This unique collaboration between Uppsala and Poland will feature both indoor exhibitions and a large outdoor installation in the Uppsala castle courtyard, designed to foster a rich dialogue between the works of these two groundbreaking artists. The project will emphasize eco-critical and gender studies perspectives, drawing attention to the ways in which both artists push boundaries in their exploration of materials, forms, and themes related to the body, environment, and societal roles.

The overarching goal is to create a platform for dialogue between historical and contemporary artistic expressions, while promoting intercultural collaboration and understanding through art. By spotlighting these pioneering female artists, the project also seeks to challenge traditional narratives in the art world and celebrate the contributions of women to contemporary art.

### Actions:

- **Exhibition:** Indoor exhibitions showcasing the works of Magdalena Abakanowicz and Éva Mag at Uppsala Art Museum.
- **Outdoor installation:** A large-scale installation by Éva Mag in the castle courtyard during the summer of 2029, providing an immersive experience for visitors.
- **Seminars and workshops:** Engaging seminars and workshops exploring eco-critical and gender studies perspectives in the works of Abakanowicz and Mag, encouraging discourse on these critical themes.
- **International collaboration:** Collaborative efforts with international museums and cultural institutions to foster intercultural exchange and joint research projects focused on the two artists' impact on the art world.
- **Digital documentation:** Creation of digital documentation, including guided tours, to expand the exhibition's reach to a global audience.

**Lead organization:** Uppsala Art Museum

#### Strategic and co-production partnerships (local/national):

- Nationalmuseum, Sweden's Museum of Art and Design (Stockholm)
- Röhsska Museum of Design and Craft (Gothenburg)
- Södertörn University (Stockholm)
- Textile Studies, Uppsala University

#### Strategic and co-production partnerships (international):

- Bielsko-Biała, ECoC Candidate 2029
- Marta Magdalena Abakanowicz Kosmowska Foundation (Poland)

#### Timeline 2025-2029:

- **2025-2028:** Preparatory activities, including collaboration with partners, planning, and setting up the exhibition framework.
- **2029:** The exhibition and associated activities (seminars, workshops, etc.) will run from January to December, with a focus on summer events in the castle courtyard.
- **Post-2029:** Digital documentation and continued dissemination of the project's outcomes through international platforms and collaborations.

**Lead organization:** SU-EN Butoh Company /  
Mon no Kai

**Strategic and co-production partnerships (local/national):**

- Gottsunda Culture House
- Uppsala City Library
- Mikael's park
- Studieförbundet Uppsala
- Orda grupp 1 / Cici Rettig
- RFSL Uppsala
- Hällnäs community heritage center
- Tierps Art Museum

**Strategic and co-production partnerships (international):**

- Body Weather Amsterdam (Netherlands)
- Associació Sala Hiroshima (Barcelona, Spain)
- Molières-sur-Cèze Dance and Art Center (France)

**Timeline 2025-2030:**

- **2026-2028:** Development phase with residencies at Haglund School and collaborations with European partners.
- **2029:** The peak year with a range of workshops, performances, and cultural exchanges during Uppsala's ECoC celebrations.
- **2030:** Conclusion with documentation and dissemination of the project's results across Europe through digital and physical formats.

**Lead organization:** Public Art Department,  
Uppsala Municipality

**Strategic and co-production partnerships (local):**

- Ateljéföreningen Hospitalet
- Konstfrämjandet Uppland
- Museum of Medical History
- Center for Medical Humanities and Department of Art History, Uppsala University

**Strategic and co-production partnerships (international):**

- Museum of Contemporary Art in Roskilde, (DK)
- Trafo Kunsthall, Asker (NO)

**Place:**

- Ulleråker former hospital and park.

**Timeline 2025-2029:**

- **2025:** The project begins with initial seminars and workshops focusing on mental health, public spaces, and art.
- **2026-2029:** Development of public installations, art walks, and ongoing community involvement.

### Between the People

The project addresses the need to promote a deeper understanding and dialogue around democracy, human rights, and compassion through contemporary art forms, as well as to challenge and broaden how cultural institutions define and present art.

The project is based on the UN Declaration of Human Rights and engages independent artists from across Europe to create a dynamic and inclusive dialogue about our shared future challenges through contemporary performing arts.

The initiative, led by *SU-EN Butoh Company*, spans from 2026 to 2030 and includes workshops, "crash performances," and interactive conversations with the public.

The target audience includes local residents of all ages and backgrounds in Uppsala and the region, international visitors, artists, students, and the general public in Europe. The project will take place in various locations across Uppsala municipality, including Gottsunda, Uppsala City Library, Mikaelsgården/Mikaelsparken, as well as rural areas in the municipality and region and in smaller towns and villages around Uppsala.

**Actions:**

- Residencies at Haglund School and European partners (2026-2028)
- Workshops and "crash performances" in Uppsala Municipality and the region in 2029
- Art happenings and conversations at Uppsala City Library, Open Space at Mikaelsparken, and Human Miracles in Gottsunda
- International collaborations with artists and cultural institutions in Europe
- Documentation and dissemination through videos, photos, and a catalog in 2030

### Mind, Memory and Means

Mind, Memory and Means aims to transform parts of the former psychiatric hospital, Ulleråker, into spaces for art and creative meeting places. Through seminars, workshops and art walks the potential of art to contribute to urban development and designed living environments is explored.

The project address memories and experiences through art, focusing on mental health, both past and present. It rises questions about how historically charged sites, like Ulleråker, can be used respectfully and how art can serve as an alternative to commercial use.

With representation from artists from Sweden, Denmark, Finland, and Iceland, and in collaboration with various cultural and academic institutions, the project aims to create public meeting spaces that reflect the site's history and culture.

**Actions:**

- Seminars on topics such as art in public spaces, art therapy, mental health and urban planning
- Art tours showcasing public art in Ulleråker and the surrounding neighborhood
- Debates and study visits to the studios at Hospitalet and the Museum of Medical History  
Exhibitions at Hospitalet and the park
- Artist talks and panel discussions
- Digital seminars and lectures recorded and broadcast through Uppsala Municipality's websites

### Winterzone

This project embraces Uppsala's evolving identity by exploring the spaces and moments that exist in between the familiar. Building on the city's strong winter sports tradition, including bandy, skiing, and skating, Winterzone will merge these activities with cultural and artistic expression. Starting in 2026 and continuing through to ECoC 2029 it will transform Vaksalatorg into a dynamic winter hub, inviting residents and visitors to explore new perspectives on both the physical and cultural landscape.

Artists, set designers, and architects will be commissioned to create interactive installations—such as ice-sculpture parks and multimedia projections on snow and ice—that offer a fresh take on Uppsala's urban spaces. These environments will blend winter sports with opportunities for reflection, creativity, and engagement.

Winterzone will feature a diverse cultural program and international winter traditions through music, dance, and film. It will encourage participants to discover the hidden warmth and creativity that winter can inspire. The event will also include temporary, sustainable pavilions designed to host performances and gatherings, symbolizing Uppsala's commitment to sustainability and innovation.

Designed to be inclusive, Winterzone will offer family-friendly zones, ice-sculpting workshops for children and interactive ice performances for all ages. International guests will contribute their own winter traditions, fostering cultural exchange and dialogue. Ultimately, Winterzone will be more than an event—it will be a celebration of Uppsala's capacity for transformation, innovation and inclusivity in every season.

### Kaarina Kaikkonen: Art in Motion

The project *Kaarina Kaikkonen: Art in Motion* involves a series of art installations by Finnish artist Kaarina Kaikkonen at five different locations in the Uppsala area during 2029. Kaikkonen, known for her works using discarded clothing, will create site-specific installations that reflect the unique conditions and values of each location. The project aims to engage the local community through material collection and to create a cohesive art experience that spans both space and time. It integrates art into public and unexpected spaces to reach a wider audience and it creates engagement and participation within the local community through the collection and creation of artworks.

#### Actions:

- **Art installations:** Five large-scale, site-specific installations across Uppsala created by Kaarina Kaikkonen. Each work will use discarded clothing donated by the community, connecting the installations with both the physical and social fabric of Uppsala.
- **Workshops and seminars:** A series of workshops and seminars will be organized to engage local schools, associations, and residents in material collection and the artistic process. These activities will enhance community involvement and raise awareness of the project's goals.
- **Guided tours and digital experiences:** The installations will be accompanied by guided tours to offer insights into the works and Kaikkonen's artistic approach. Additionally, digital tools and experiences will be developed to allow broader access to the art installations, both for those on-site and remote audiences.
- **Opening event and closing ceremony:** Official events to mark the beginning and end of the project, with opportunities for community celebration and international recognition.

**Lead organization:** Department of Sport and Recreation, Uppsala Municipality

#### Strategic and co-production partnerships (local/national):

- Uppsala Concert & Congress
- Destination Uppsala
- Uppsala's local winter sports associations
- Cultural institutions involved in public art and sustainability initiatives
- Swedish National Winter Sports Associations
- Swedish Center for Architecture and Design (ArkDes)

#### Place:

- Vaksalatorg
- Other public spaces across Uppsala.
- Temporary venues, such as sustainable pavilions, for performances, exhibitions, and gatherings

#### Timeline 2025-2029:

- **2026-2028:** Initial development of winter programming, including design work for temporary installations. First try-out 2027.
- **2029:** The highlight of Winterzone, integrating sports, cultural performances, and art installations as part of Uppsala 2029.
- **After 2029:** Exploration of how temporary winter installations can be repurposed or adapted for future years.

**Lead organization:** Uppsala Art Museum, City of Uppsala

#### Strategic and co-production partnerships (international):

- Art institutions and museums in Finland through FRAME (Finnish institution for contemporary art)

#### Timeline 2026-2029:

- **2026-2028:** Planning and preparation, including collaborations with local and international partners, as well as the organization of community workshops for material collection.
- **2028:** Collection of materials (discarded clothing) and engagement with local schools, associations, and the public.
- **March to October 2029:** Installations are set up across Uppsala, accompanied by events, workshops, and guided tours throughout the ECoC year.

## CROSSROAD: HOPE

Hope embodies the unseen connections and shared humanity that transcend borders and cultures. It brings forth stories and voices that are often overlooked, inviting us to explore deeper meanings and foster understanding on a global scale. Hope challenges us to embrace our differences and find common ground. It offers a powerful message for a more inclusive and compassionate world, where dialogue and empathy pave the way for a stronger, more connected global community. In these times of uncertainty, Hope dares us all to believe in a future where every voice is heard and every person is valued, creating a model of unity and resilience that resonates far beyond Uppsala.

**Working Group:** Uppsala Concert & Congress. Uppsala International festival of literature. Swedish Penn Association, Fredens Hus, Uppsala Cathedral.

**Lead organization:** Fredens Hus  
(House of Peace)

### Strategic and co-production partnerships (local/ national):

- Swedish Pen
- Region Uppsala
- Uppsala University
- Uppsala Public Libraries
- Cultural Centers in Sävja, Gottsunda and Stenhagen
- House of Literature
- Other libraries throughout the region.
- Dawit Isaak Library, Swedish Library Association.

### Strategic and co-production partnerships (international):

- PEN International, International Cities of Refuge Network (ICORN), IFLA.

### Timeline

- **2025:** Launch of VOICES! with initial programs, the establishment of structures, the Language Network, and the first annual events like Banned Books Week.
- **2026-2028:** Expansion of activities, strengthened networks, and deeper integration into Uppsala's cultural landscape through national and international collaborations.
- **2029:** Culmination during Uppsala's year as ECoC with festivals, exhibitions, and performances highlighting freedom of expression.
- **Post-2029:** Continuation and integration of VOICES! as a lasting movement for free expression and human rights, embedding these values in Uppsala's cultural identity.

## Initial projects

### VOICES!

Inspired by the Swedish author Astrid Lindgren's words, "Everything great that ever happened in this world happened first in someone's imagination," VOICES! embodies our vision of a world where freedom of expression prevails and diverse voices resonate freely. It aims to amplify those often unheard and speak up for the truths that lie between the lines. Libraries and cultural centers across Uppsala serve as vital democratic platforms offering inclusive spaces for dialogue, creativity, and learning. These arenas provide opportunities for people of all backgrounds to meet, exchange ideas and engage in discussions.

Swedish PEN's is integral to VOICES! Through their work, we address the urgent need to protect writers and artists facing persecution. As part of the ICORN network, Uppsala has long been a refuge for sanctuary writers. Fredens Hus, with its focus on promoting peace and human rights, enriches this initiative by creating educational programs and interactive experiences. Their work complements our efforts, ensuring that we not only raise these voices but also build a more inclusive and peaceful society.

VOICES! is not just a local initiative. Together with our partners across Europe and beyond, we are creating a platform where diverse voices from different countries can come together, share their stories, and work towards a future where every voice is heard. VOICES! is more than a series of events; it is a lasting commitment. From now until 2029 and beyond, we will build structures and programs that endure, creating a future where freedom of expression, children's rights and social sustainability are fundamental.

### Actions:

- **Establish permanent platforms:** These spaces will serve as hubs for community engagement, promoting democratic participation and social cohesion.
- **Annual events:** Banned books week and the day of the imprisoned writer, in partnership with Swedish PEN, PEN International and ICORN
- **Develop network:** To reach out to the youngest children and promote Linguistic Rights: Collaborations with libraries, schools, and cultural centers.
- **Nudging and social sustainability:** Engage the community in conversations about shared values and collective action through art, architecture, interactive installations and public art projects.
- **Activities for sanctuary writers:** In collaboration with ICORN with the aim to expand support for persecuted writers and artists. This will include workshops, public readings, and collaborative projects that amplify their voices and stories.

### Community of Hope: An Existential Journey Through Harmonies and Beats

Community of Hope is a three-day festival in Uppsala that explores the deep connection between music, spirituality, and religion. The festival reflects Europe's evolving spiritual landscape, influenced by migration, the resurgence of indigenous cultures and the growth of new spiritual movements. By showcasing a diverse program of ancient and contemporary musical expressions, the festival aims to create a space where people from various beliefs and backgrounds can come together, promoting tolerance, understanding, and a shared sense of community.

Inspired by PJ Harvey's song, the festival title signifies the universal power of music to express our inner worlds, uniting us beyond differences. From Gregorian chants to indigenous rituals and contemporary genres, the festival will highlight Europe's rich spiritual and musical traditions, fostering a sense of belonging and hope.

The festival will take place at Uppsala Concert and Congress (UKK) complemented by the Uppsala Cathedral as well as streaming on digital platforms.

#### Actions:

- **Co-creation with residents:** An interfaith curating board, including non-religious and indigenous representatives, will work with local residents and musical experts to design the festival program.
- **Academic research and cross-innovation:** In collaboration with Uppsala University and other European research institutes, the festival will host seminars and workshops exploring music's role in spiritual practices.
- **Partnerships with Europe and beyond:** The festival will connect with spiritual music festivals across Europe and Africa, promoting co-creation, knowledge sharing and cultural exchange.

### Threads of Europe: Weaving Diversity and Identity

The Uppsala International Literature Festival aims to increase interest in literature from various cultural spheres by presenting high-quality readings and discussions. The project responds to the need to promote literary diversity, democratic dialogue and intercultural understanding in a time of political uncertainty and cultural challenges.

The festival engages authors from different linguistic backgrounds and focuses on promoting free expression and democratic dialogue.

A special thread will be developed to highlight *Between the Lines* 2029: each year starting in 2026, we will focus on the broad spectrum of languages represented each year as other Capitals of Culture. This involves inviting authors and critical thinkers from *Finland and Slovakia (2026)*, *Latvia and Portugal (2027)*, *the Czech Republic, North Macedonia and France (2028)* and of course our Baltic neighbor *Poland (2029)*. We find that this is an inspiring mix of larger and small languages and cultural histories carried by language, some spoken already by Swedish citizens as a result of migration through many years.

The project will take place in various locations around Uppsala, including the City Library, Uppsala Art Museum, Uppsala City Theatre and Regina Theatre.

#### Actions:

- **Development of an international author scene:** Monthly author visits at the City Library from 2025 to 2029.
- **International collaborations:** Literary exchanges with Book Space International Book Festival and the Black Sea Lit Project.
- **Discussion series "Hope & Solidarity":** Discussion series in collaboration with the Church of Sweden and the Existential Literature Festival, 2027-2029.
- **Reading promotion for children:** A pilot project to strengthen children's cultural capital through reading and interactive theatre, 2028-2029.
- **Literary walks:** Multilingual literary walks in Uppsala highlighting the city's literary history, preparation in 2028 and implementation in 2029.
- **Events and seminars:** Collaboration with Michel Östlund for thematic events and poetry evenings at Slottsbiografen.

**Lead organization:** Uppsala Concert & Congress

#### Strategic and co-production partnerships (local/national)

- Uppsala Municipality, Uppsala University, local religious communities and cultural institutions.
- The Lumen Project

#### Strategic and co-production partnerships (international)

- ISPA, International Society for the Performing Arts, and various European and African spiritual music festivals.

#### Target groups

- **Local residents:** Engaging the diverse community of Uppsala.
- **European audience:** Music enthusiasts and spiritually curious individuals.
- **Young leaders and professionals:** Under 30, supported through scholarships and fellowships.

#### Timeline

- **2024-2025:** Concept development, establishing partnerships, and community engagement.
- **2026-2027:** Securing funding, forming the curating board, and marketing campaigns.
- **2028:** Final program curation and preparation of digital platforms.
- **2029:** Festival implementation
- **Post-2029:** Evaluation and exploration of establishing the festival as an annual event.

**Lead organization:** Uppsala International Literature Festival

#### Strategic and co-production partnerships (local/national):

- Church of Sweden
- Existential Literature Festival
- Uppsala City Theatre
- Uppsala City Library
- Uppsala Art Museum
- Uppsala University
- Uppsala Authors' Society.

#### Strategic and co-production partnerships (international):

- Book Space International Book Festival -Dnipro (Ukraine)
- Goethe Institute (Armenia)
- Black Sea Lit Project
- European Capitals of Culture 2026-2030

#### Timeline 2026-2030:

- 2026:** The project begins with expanded author talks
- 2027-2028:** International ECoC exchanges
- 2029:** European literature festival



**Lead organization:**

Uppsala Parish / Uppsala Cathedral

**Strategic and co-production partnerships (local/national):**

- Uppsala Art Museum

**Strategic and co-production partnerships (international):**

- Kunst-Station St Peter, GER
- Bill Viola Studio, USA

**Place:**

- **Primary location:** Uppsala Cathedral.
- **Other locations:** Uppsala Art Museum and other spaces related to the cathedral's historical and cultural significance.

**Timeline 2027-2029:**

- **2027:** exhibitions in collaboration with Uppsala Art Museum. Initiate partnerships with the Polish ECoC Lublin (2029) and other relevant international partners.
- **2028:** Continue exhibitions and expand public programming.
- **2029:** Culminate in a major exhibition in collaboration with Kunst-Station St Peter in Cologne, presenting an international artist in both Uppsala Cathedral and St Peter's Kunststation.

**Lead organization:** Hammarskjöld Inversio

**Strategic and co-production partnerships (local/national):**

- **Uppsala University** (Peace and Conflict Studies)
- **Local artists and architects:** Designing the installations to be engaging and impactful, in harmony or contrast with the surroundings.
- **Dag Hammarskjöld Foundation**

**Strategic and co-production partnerships (international):**

- **Bureau Detours** (DK): Contributing innovative approaches to temporary architecture and urban spaces.

**Timeline 2025-2029:**

- **2025:** Initial design development and collaborations with local and international actors.
- **2026:** First installations completed in Uppsala. Public programming begins.
- **2027:** Additional installations rolled out across the city. International collaborations intensify.
- **2028:** The project expands with new locations and digital components.
- **2029:** The Space becomes part of Uppsala's ECoC, final reflections on its impact.

**Art in sacred spaces**

At a time when the world faces challenges such as polarization, fake news, the climate crisis and war, we see a growing spiritual need and increasing mental health issues. Art, in relation to the sacred space, offers a unique opportunity to address these issues. Through collaboration with international artists and European cultural institutions, we aim to create a platform where people can meet on a deeper level, and where art and spirituality can contribute to a more peaceful and kinder world.

Uppsala Cathedral serving as a place for international artists to explore and express themes related to humanity's shared challenges. Together with partners from the Polish ECoC Lublin and Kunst-Station St. Peter in Cologne, the project seeks to establish a long-term cultural exchange that strengthens both local and global perspectives.

**Actions:**

- **International artist exhibitions:** in collaboration with Uppsala Art Museum, the project will present works by international artists annually in Uppsala Cathedral and Uppsala Art Museum. Artists such as Kaarina Kaikkonen and collaborations with Bill Viola's studio will be considered.
- **Conferences and happenings:** Organize conferences that focus on spirituality in relation to art, music, and dance within sacred spaces. Host performances and happenings both in and around the cathedral.
- **Collaborations:** Establish partnerships with the museum in Lublin, ECoC 2029, enabling cross-cultural dialogue between Uppsala and Poland. Partnership with Kunst-Station St Peter: A planned collaboration for 2029 that will feature an international artist whose works will be displayed both in spaces.

**A Space of Stillness - in the heart of a city**

This is a series of temporary architectural installations inspired by Dag Hammarskjöld's iconic meditation room at the United Nations called "A room of quiet". According to Hammarskjöld, "We all have within us a centre of stillness surrounded by silence. So it is with this room. It is for those who come here to fill the void with what they find in their centre of stillness."

Dag Hammarskjöld lived and studied in Uppsala where his father Hjalmar was the governor before working for the Swedish Government and later serving as the UN Secretary General. Through The Space, his legacy is honored, but at the same time, his ideas are developed to reflect how both cities and people are in a constant state of change. The installations, spread across key locations in Uppsala, provide spaces for reflection and inner peace amidst the city's bustling environment. Just like Hammarskjöld's meditation room offers, which offered a sanctuary for stillness and contemplation, The Space is designed to give residents and visitors a chance to pause, reflect, and find inner tranquility in the heart of urban life.

Each installation will have its own unique design—sometimes in harmony with its surroundings, sometimes in stark contrast.

**Actions:**

- **Architectural design & installation:** Collaborations with local and international architects to design unique installations inspired by Hammarskjöld's meditation room.
- **Program development:** Hosting guided meditation, workshops, and lectures on Hammarskjöld's legacy and the contemporary relevance of peace.
- **Interactive engagement:** Visitors are encouraged to engage with the installations by contributing their own reflections, making each space a living room for thought and interaction.
- **Partnership activation:** Local and international partners will curate tailored programming, including discussions and events that expand on the theme of peace and reflection.

## CROSSROAD: SCIENCE

In a world under threat, building bridges between the lines of Science (knowledge) and Art (imagination) is essential. This theme ignites interaction between artists and scientists in a broad range of sectors: architecture, climate science, transport, agriculture, life science, gaming/programming, and more.

Uppsala has the advantage of two important universities as well as the museum Biotopia and several Life/Science companies. By exploring hidden narratives and resonating with the city's tradition, this crossroads will model innovative collaborations that inspire both local and European futures.

### Working group:

Östhammar Municipality, Zimmhall, Blow your mind, Biotopia, Länsstyrelsen Uppland.

## Initial Projects

### Trakt // Tractus

**Trakt** is an interdisciplinary and artistic project that explores Uppsala's future by connecting art and science with societal issues. The project draws on the rich etymology of the word *Trakt*—from the Latin *tractus*, which spans meanings such as treatise, territory, passage, progression and desire. *Trakt* aims to create dialogue about sustainability and the future of society by exploring new ways to integrate art, science and pressing issues like climate change, urban development and social justice.

Inspired by Uppsala artist Sten Eklund's work *The Secret of Kullahuset*—which describes a mysterious glade filled with strange equipment and organic formations, carefully documented and then vanished—*Trakt* seeks to create spaces offering temporary, unique experiences. Using Eklund's visual world as a starting point, temporary pavilions will be placed throughout Uppsala, serving as arenas for exhibitions, performances, music programs, and lectures. These pavilions will host encounters between artists, researchers, decision-makers, and the public, sparking conversations about future challenges.

With a European vision, *Trakt* addresses not only local issues but also places Uppsala in dialogue with other European cities and cultural actors facing similar challenges. Collaborating with international artists, researchers, and institutions from cities like Vienna, Helsinki, and Warsaw, the project provides opportunities to discuss and exchange ideas on some of today's most urgent topics—from ecological transition to how we create sustainable and inclusive cities for the future.

The project hopes to inspire a European conversation about working across borders, both geographical and disciplinary, to promote a more sustainable and resilient society.

### Actions:

- **Artistic installations and performances:** Presentations inspired by *The Secret of Kullahuset*, exploring ecological and societal themes through art and performance.
- **Music programs and lectures:** Programs and talks that focus on sustainability, urban development, and the future of society, combining artistic and scientific perspectives.
- **Interdisciplinary workshops:** Interactive workshops that bring together artists, researchers and the public to explore solutions for sustainability and social justice.
- **Temporary pavilions:** Construct pavilions at various locations in Uppsala, serving as platforms for exhibitions, performances, and interdisciplinary activities that facilitate public engagement and dialogue.
- **Documentation and dissemination:** Gather and distribute the outcomes of the project for future research, learning, and further dialogue on sustainability and the integration of art and science.

**Lead organization:** ZimmHall

#### Strategic and co-production partnerships (local/national):

- SLU (Swedish University of Agricultural Sciences)
- Uppsala University
- Uppsala Municipality
- Uppsala Art Museum
- Uppsala Concert & Congress
- Akademiska Hus real estate
- Peder Bjurman (artist and artistic director of the festival Otherworldly)

#### Strategic and co-production partnerships (international):

- Myymälä2 (Helsinki)
- KEX Kunsthalle (Vienna)
- NORA Nordic Review of Architecture
- Art Sant Roch (France)
- Bęc Zmiana Foundation (Poland)

#### Timeline 2025-2029:

- **2026:** Planning and development phase, including collaborations with local and international partners.
- **2027-2029:** Implementation of exhibitions, performances, and events across Uppsala, using the pavilions as central hubs for artistic and scientific dialogue.
- **2030:** Final evaluation of the project's impact, and documentation for future research and engagement.

**Lead organization:** Östhammar Municipality in collaboration with Uppsala Art Museum and Curator Ele Carpenter.

**Strategic and co-production partnerships (local/national):**

- Anna Storm, Linköping University
- Ånghammaren at Österbybruk Manor, Östhammar Municipality
- Uppsala University
- Ele Carpenter, Umeå University
- Public Art Agency Sweden

**Strategic and co-production partnerships (international):**

- European Institute of Innovation & Technology (EIT)
- Brindisi ECoC 2027
- Budweis ECoC 2028
- National Gallery Prague, Rado Istok

**Timeline 2025-2030:**

- **2025:** Preparatory activities, including workshops, site visits, and partnerships with international artists and researchers.
- **2026-2027:** Exhibition research, commissioning new artwork, publication.
- **2028-2029:** Main exhibition period at Uppsala Art Museum, alongside satellite exhibitions and educational programs in Östhammar Municipality.
- **2030:** Evaluation and concluding activities, including reflections on the project's impact and legacy.

**Lead organization:** Blow Your Mind

**Strategic and Co-Production Partnerships (local):**

- Uppsala University
- Uppsala City Theatre

**Intended Strategic and Co-Production Partnerships (international):**

- Enlight (Uppsala University)
- RISE (Uppsala University)
- Lublin ECoC 2029

**Timeline 2026-2030:**

- **2026:** Pre-production begins, including the development of creative and research collaborations.
- **2027-2029:** Production of Performance Lectures, international guest performances, and workshops, with public events held at Uppsala City Theatre and other venues.
- **2030:** Final evaluation of the project's outcomes and its long-term impact on Uppsala as a knowledge hub.

## Nuclear Landscapes\_Uranium Imaginaries

*Nuclear Landscapes\_Uranium Imaginaries* explores contemporary art and ideas about international energy supply and the final disposal of radioactive waste. The project focuses on artistic approaches to issues raised by the geological disposal facilities in Forsmark (in Uppsala region) and Onkalo, Finland, and investigates broader issues of radioactive waste policy and sustainability in Europe and beyond. Artists will investigate the trace of uranium from extraction to burial, forming nuclear landscapes and infrastructures.

Through art and the humanities, the project aims to make complex societal issues more understandable and to promote local engagement.

### Actions:

- **Workshops and site visits:** Engaging international artists and researchers to explore nuclear landscapes through creative and academic lenses.
- **Main exhibition:** Showcasing artworks and research that delve into the environmental and political dimensions of nuclear waste disposal and energy sustainability.
- **Satellite exhibitions:** At Ånghammaren at Österbybruk Manor (Östhammar Municipality) providing a localized perspective on these themes.
- **Educational initiatives and local engagement:** Engage local residents of Östhammar Municipality, including workshops and community-led discussions on nuclear energy, waste management, and sustainability.
- **International collaborations:** The project will extend into other art forms, such as theater, music, and opera, through collaborations with international cultural institutions and partners, creating a multidisciplinary exploration of nuclear landscapes.

## Blow Your Mind

*Blow Your Mind* explores the intersection of research and culture through the Performance Lecture format. In a time when our societies face major challenges such as sustainability, climate change and democratic issues, this project provides a platform where science and performing arts merge to reach a broader audience.

Through performances where researchers, together with directors, dramaturges, scenographers and actors, present scientific themes using the tools of theater, traditional boundaries between the research world and artistic expression are broken down. In these spaces—*between the lines*—lies the key to understanding and communicating the complex challenges we face.

*Blow Your Mind* aims not only to convey knowledge but also to evoke an emotional and personal experience, where the audience is encouraged to reflect on both science and their own values. Collaboration with cultural and research institutions in Poland enhances the exchange of ideas and methods related to sustainability and scientific communication. By engaging young people, researchers, culture enthusiasts and the general public, *Blow Your Mind* seeks to democratize science and culture.

### Actions:

- **Performance Lectures:** Hybrid presentations where researchers collaborate with directors, scenographers, and actors to address themes related to sustainability, social justice, and innovation. By using the creative tools of theater, complex research is made accessible and engaging.
- **International guest performances:** The project includes guest performances from international collaborators, especially from Poland, showcasing cultural and academic exchange on sustainability issues.
- **Workshops and panel discussions:** Interactive workshops and panel discussions where scientists, artists, and the public come together to explore research topics in more depth and foster critical engagement with contemporary challenges.
- **Public engagement:** The project actively seeks to include young people and others who may not usually engage with scientific discourse, creating a more inclusive and diverse audience for discussions on sustainability and societal challenges.

## Temperature Lines

*Temperature Lines* is a conceptual exploration of the spaces between climate science and human experience. It seeks what often goes unsaid and unnoticed in the discourse on climate change, using art and culture as tools to bridge the gap between scientific data and everyday life. By positioning culture as an analytical and reflective force, *Temperature Lines* aims to offer new perspectives, and change behavior in a more sustainable direction. The core of this project lies in the intersection between art, science and lived experience. The project asks critical questions: What is being left unsaid in our current conversations about climate? What can art reveal about the emotional, social, and psychological dimensions of climate change that science alone cannot?

*Temperature Lines* uses two ways of working: Through the Klimatprotokollet, companies that put science into practice through sustainable urban development are involved and through Uppsala's larger urban development and infrastructure projects. These projects actively involve both companies and citizens, ensuring a holistic approach where the community is engaged in shaping the city's future.

### Actions:

- **Artistic and scientific installations:** Artworks that visualize climate data and scientific discoveries.
- **Interactive workshops and public events:** Engage the public in climate-related issues through art and science.
- **Development of digital platforms:** Implementation of AR technology and other digital tools to disseminate information and engage audiences.
- **Educational programs:** In collaboration with schools and universities.
- **International collaborations and exchanges:** Joint projects, exhibitions, and events with international partners to strengthen the European dimension
- **Sustainability initiatives:** Implementing sustainable methods and processes in all aspects of the project.

## Carl von Linnaeus: Legacy and Challenges

As part of Uppsala 2029's theme *Between the Lines*, the project seeks to explore both the explicit and implicit aspects of Linnaeus's legacy and how they affect today's society.

Through exhibitions, lectures, interactive displays, and public discussions, the project will shed light on Linnaeus's scientific contributions while also critically examining his role in colonialism, racial classification, and his negative views on homosexuality. Additionally, the project will connect Linnaeus's work to the UN's global sustainability goals, demonstrating how his scientific efforts relate to today's global challenges.

Through these activities, the project aims to create an inclusive platform for dialogue and understanding regarding Linnaeus's legacy and its relevance to today's society, while contributing to Uppsala's role as the ECoC in 2029.

### Actions:

- **Exhibitions and museum initiatives:** New permanent exhibition at the Linnaeus Museum and Linnaeus Garden covering both the positive and negative aspects of Linnaeus's legacy.
- **Mobile exhibitions:** For schools and community centers.
- **Educational programs:** Development of educational materials for schools and universities as well as workshops for teachers and educators.
- **Research and collaboration:** With Uppsala University and international research institutions.
- **Publications:** Research reports and articles.
- **Public discussions and events:** Seminars, panel discussions, and debates with experts and the public.
- **Cultural events:** Inspired by Linnaeus's life and work.
- **International collaborations:** Participation in international projects and networks to share.

**Lead organization:** Biotopia in collaboration with Uppsala University (UU) and the Swedish University of Agricultural Sciences (SLU).

### Strategic and co-production partnerships (national):

- Uppsala Cathedral
- Geocentrum at UU
- Uppsala Art Museum
- Biotopia
- Uppsala Climate Protocol
- Superhjärnan
- NAMSA (network of Swedish museums, botanical gardens, nature centers, and zoos).

### Intended strategic and co-production partnerships (international):

- **Bourges 2028:** Collaboration focused on low-carbon initiatives and sustainable cultural travel, including joint exhibitions and events.
- **Tartu 2024:** Partnership with a focus on digital platforms for climate communication
- **Skopje 2028:** Collaboration on the impact of climate on cultural heritage
- **Budweis 2028:** Joint exhibitions and art installations focused on climate change.
- **Lublin 2029:** Development of community projects for sustainability actions

### Timeline:

- **2024-2025:** Establishing partnerships, developing programs and content, and seeking funding.
- **2026-2029:** Project activities, including exhibitions, public events and workshops. Evaluations and adjustments to optimize outcomes.
- **2029:** Launch.
- **After 2029:** Evaluation and documentation of effects, maintaining sustainable initiatives and international networks.

**Lead organization:** Uppsala Municipality, Art and Cultural Heritage Department

### Strategic and co-production partnerships (local/national):

- The County Administrative Board of Uppsala County
- Uppsala University
- Linnaeus's Hammarby
- Linnaeus Museum
- Uppsala Botanical Garden
- Swedish Research Council
- Swedish Museum of Natural History
- Swedish Academy

### Strategic and co-production partnerships (international):

- Linnean Society of London
- UNESCO
- ICOMOS
- Harvard University
- Royal Botanic Gardens
- Kew Gardens.

### Timeline 2026-2030:

- **2026-2027:** Preparation phase
- **2028:** Launch exhibitions and events
- **2029:** Programs
- **2030:** Evaluations

## CROSSROAD: HOME

The home is a nexus in society. It is both the physical space where we live, eat and play, love. It shelters and shapes our lives in countless ways. The home is also political and ideological. Uppsala county is home to near 395,000 people. In the coming decades tens of thousands additional housing will be added. Providing affordable, sustainable housing is one of the greatest challenges facing cities all over Europe. In this Crossroad we explore the home between the lines - the architecture of housing as well as its relation and importance for us as individuals and for society.

We will use Uppsala and its varied housing architecture, both historical and contemporary, as an object of study and exploration. Inviting artists and architects as well as builders, real estate owners and researchers to explore and discuss different aspects of the home. Rising issues of housing segregation, sustainability, community and the home as a safe and private space but also the kitchen and the food we make and share in that space. The events under this theme will be further developed starting in 2025, depending on shifting building plans and new entry-points.

Uppsala is especially positioned, with a large countryside surrounding the urban center, to repair broken connections between city and countryside. By integrating urban pulse and threads of diversity, we will create cultural programs that enhance the emotion of HOME, reflecting the dreams and needs of a changing population.

**Lead organization:** Uppsala City Theatre

**Strategic and co-production partnerships (local/national):**

- Uppsala University
- SLU (Swedish University of Agricultural Sciences)
- Local independent artists
- Urban development authorities
- Technology innovators
- Dramaten Sweden's National Theatre
- National universities with expertise in VR technology and digital arts
- Independent artists and technical experts for technological development

**Strategic and co-production partnerships (international):**

- Espoo Theatre (Finland)
- Partnerships with cultural institutions and technical experts from cities like Vienna and Helsinki

**Place:**

- Performances will take place in various unexpected and historic locations in Uppsala, such as abandoned or underused urban spaces, which will be reimagined and transformed into cultural hubs.

**Timeline 2025-2029:**

- **2025-2026:** Pre-project phase, including site exploration, partnership building, and initial technological and artistic planning.
- **2026-2029:** Development and production phase, with immersive site-specific performances, workshops, and international collaborations. This period will also include technological implementation and refinement.
- **2030:** Final evaluation of the project's impact and documentation for future learning.

## Initial Projects

### The Stage Art Simulation – Uppsala

This site-specific performance transforms the city into a stage, using unexpected and historic locations as the backdrop. By merging VR technology with live, interactive theatre, the project expands the possibilities of traditional performing arts.

The uniqueness of the project lies in its interdisciplinary approach. It brings together artists, researchers and technicians from diverse fields such as theatre, urban development, technology and architecture. These collaborations span local, national and international levels, making the project a true convergence of perspectives and expertise. What distinguishes it is not only its ambition to push artistic and technological boundaries but also how it seamlessly integrates culture into the process of urban development.

**The Stage Art Simulation – Uppsala** connects cultural expression with the city's evolving landscape, transforming neglected urban spaces into dynamic cultural venues. In doing so, the project creates new narratives about Uppsala's future, inviting the public to explore these transformations through an artistic lens. It positions Uppsala as a hub for innovation and cultural experimentation, offering an experience that is distinct within the European context.

The project emphasizes inclusivity and accessibility, using technology to break down language barriers and reach a broad international audience. By embedding a strong European dimension into the narrative, the project highlights how culture and urban spaces transcend borders, connecting communities across Europe. This immersive theatre experience offers a deep cultural exploration, creating new intersections between art, technology and society.

#### Actions:

- **Immersive site-specific performances:** Create performances using VR and auditory technologies to engage audiences in a unique, interactive theatre experience. These performances will take place in unexpected urban spaces across Uppsala.
- **Urban space transformation:** Convert abandoned or lesser-known urban locations into cultural venues, revitalizing them through art and technology. These transformations will invite audiences to see Uppsala in new ways.
- **Interactive storytelling:** Engage both local and international audiences through immersive, interactive storytelling that connects Uppsala's cultural heritage with its evolving urban landscape.
- **Workshops and collaborations:** Organize interdisciplinary workshops that bring together artists, urban planners and technicians to explore the intersection of art, technology and urban development. These workshops will foster collaboration and innovation in the performing arts.
- **Educational workshops:** Offer educational programs that focus on the integration of VR technology into theatre, allowing artists and students to explore new methods of storytelling and performance.

### Water Line – An Art Experience Along Fyris River

Water Line is a project that transforms the Fyris River in Uppsala into a living platform for art, culture and sustainability. Through permanent and temporary art installations, digital experiences and public events, the project will connect the city's historical and cultural heritage with its future development. The project highlights European diversity, interdisciplinary artistic excellence and environmental sustainability, while involving both local and international collaborations.

The aims are to create an inclusive and sustainable cultural experience that engages both local residents and international visitors; to promote collaborations between established cultural institutions and independent artist groups; strengthen Uppsala's role as a ECoC by highlighting diversity and European identity and to raise awareness about environmental sustainability through art and culture.

#### Actions:

- **Art installations:** Permanent and temporary artworks along the Fyris River, reflecting Uppsala's cultural heritage and natural environment.
- **Digital app:** That offers an immersive experience and guide users through the artworks along the river, providing context and background information.
- **Public events and festivals:** Celebrating European diversity, sustainability, and the role of culture in shaping the future, engaging local residents and tourists.
- **Interdisciplinary collaborations:** Partnerships between artists and researchers with aim to develop projects that combine science, art, and sustainability.
- **Educational programs:** Workshops and educational initiatives aimed at schools and universities.
- **Project coordination group:** A dedicated team to oversee project management.
- **Sustainable practices:** Using sustainable materials and practices in all aspects of the project, promoting a long-term, eco-friendly approach to urban development.

### Coming Home - Short films everywhere

In 2029 Uppsala Short Film Festival plan a series of activities in Uppsala and other cities across Europe. As part of the project, we will organize various types of screenings in the urban space throughout the year. This will include both temporary screenings with a clear starting time (events) and more long-lasting screenings (installations).

These screenings will be closely connected to urban and site development. They may, for example, take place in abandoned spaces to enhance safety, on active construction sites, or on significant buildings in central Uppsala. The initiative will also reach beyond the city center – Rosendal, Stenhagen, Gottsunda, Sävja, etc.

Additionally, during the 48th Uppsala Short Film Festival in October 2029, one of the largest meeting places for the short film industry in Europe will be organized: a major international short film symposium. Representatives from short film festivals, artists/ filmmakers, and experts in the field will gather for in-depth discussions, meetings, and film screenings. During the festival, we will present a comprehensive showcase of European short films, with a particular focus on screenings in the urban space. Uppsala Short Film Festival is one of the few festivals in Europe recognized by the Academy of Motion Pictures Arts and Sciences, which means that winning the Uppsala Grand Prix in the International Competition and Best Swedish Short Film makes the films eligible for an Oscar nomination. The festival is also recognized by the European Film Academy and BAFTA. Participation in the short film festival qualifies Swedish films for a nomination for the Guldbagge Award.

#### Actions:

- **International collaborations:** Local and international artistic working groups, study visits to film festivals, international residencies for filmmakers
- **Educational initiatives:** For primary school students and regional filmmakers
- **Public activities:** Screenings in public spaces, an international short film symposium and online screenings via the streaming service THIS IS SHORT.

**Lead organization:** Public art department, Uppsala Municipality

#### Strategic and co-production partnerships (local/national):

- Uppsala University
- SLU
- Schools and educational institutions in Uppsala
- Cultural associations and artist groups
- Local businesses and the tourism industry

#### Intended strategic and co-production partnerships with other ECoC (international):

- Bourges ECoC 2028, Budweis ECoC 2028
- Skopje ECoC 2028
- Namur ECoC 2030 candidate

#### Timeline 2025-2029:

- **2025-2027:** Planning and coordination with local and international partners, development of artworks and digital platforms, initiation of local and international artist residencies.
- **2028:** Installation of artworks, testing and launch of the digital app, initial public events and workshops.
- **2029:** Full-scale launch with ongoing art installations, festivals, and international collaborations.
- **2030 and Beyond:** Continued maintenance and development of the "Water Line" project, ensuring its long-term integration into Uppsala's cultural strategy.

**Lead organizer:** Uppsala short film festival

#### Strategic and co-production partnerships(national):

- Gottsunda Culture House
- Region Uppsala Film
- Association for filmfestivals in Sweden
- The National Association Folkets Hus och Parker Hargshamn
- Swedish Film Festivals Association
- Folkets Bio

#### Intended strategic and co-Production partnerships (international):

- European Short Film Network (streaming service THIS IS SHORT)
- Nordic Baltic Shorts Network
- A Wall is a Screen (artist collective in Hamburg)
- Leuven Short Film Festival
- Shortfilm conference (over 100 festivals in more than 40 countries)
- European Short Film Network
- Clermont-Ferrand Short Film Festival, France
- Dokufest, Prizren, Kosovo
- A Wall is a Screen, Hamburg, Germany
- LeuvenShort Film Festival

#### Timeline:

- **2025-2028:** An important part of the project is the development of knowledge. We will organize a series of seminars leading up to the major symposium in 2029.

**Lead organization:** Uppsala Concert & Congress

**Strategic and co-production partnerships (local/national):**

- Xpression
- Ung Företagsamhet
- United Voice
- Gallery Wildstyle
- Gallery Zeitgeist
- Peder Bjurman/FMR Productions
- Uppsala University
- Selam
- Frihamnstorget
- Volante
- Idealstad
- Musikcentrum Öst
- Brilliant Minds

**Strategic and co-production partnerships (international):**

- Summer for the City (Lincoln Center, New York)
- Vollgut (Berlin)
- Kulturbrauerei (Berlin)
- ExRotaprint (Berlin)

**Place:** The primary location for VILLAGE is the entrance square between Uppsala Konsert & Kongress (UKK) and Vaksala Torg, extending further into the Fålhagen area. The VILLAGE will be designed as a modular, adaptable urban environment, drawing on concepts from partners like Xpression and Frihamnstorget, creating a lively and inclusive cultural destination.

**Timeline 2025-2029:**

- **2025:** Establish partnerships, develop a comprehensive strategy, begin infrastructural adjustments. Pilot events to engage the community and gather feedback.
- **2026:** Launch of the VILLAGE platform. Focus on local partnerships and community-building activities.
- **2027:** Expansion of international collaborations, introduction of the annual VILLAGE festival, establishment of the container village concept.
- **2028:** Consolidation and scaling up of activities, strengthening the community-driven aspect of the project.
- **2029:** Culmination of the VILLAGE project.

**VILLAGE – Cultivating Creativity in the Heart of the City**

VILLAGE is a new urban festival and event area in Uppsala, transforming Fålhagen from a quiet city center, especially at night, into a lively district where creative industries drive area development. Drawing inspiration from cities like Manchester, Rotterdam, and Berlin, VILLAGE aims to revitalize Uppsala through collaboration and innovation.

VILLAGE is envisioned as a continuous festival and social space celebrating creativity in all forms. It will host music performances, design markets, art workshops, food festivals, lectures, clubs, interactive installations and much more. This project is built on collaboration, with local, municipal, and regional actors contributing their activities and networks, fostering a sense of community and transformation in Fålhagen. By filling the area with culture and creativity, VILLAGE will naturally become the heart of the district, creating a new identity as a and innovative meeting place.

Located between Uppsala Konsert & Kongress (UKK) and Vaksala Square, VILLAGE will activate this low-activity area. UKK, will serve as a catalyst for change, broadening the concept of a music institution. It will boost tourism, business, and the overall appeal of the area for residents, visitors, and entrepreneurs, while addressing safety and social challenges in this central yet neglected location.

In order to achieve a greater European outlook and exchange with other European initiatives, UKK has begun a strategic partnership with Anders Bang Kiertzner, director at Lendager. Lendager is an architecture organization who advises on sustainability and circular economy.

VILLAGE will enhance Uppsala’s attractiveness for students, create new opportunities in the job market, and offer the vibrancy of a metropolis with a higher quality of life than larger cities.

**Year-Round cultural program:** Continuous programming with diverse events such as musical performances, art workshops, political forums and maker markets. Collaborations with local partners like Galleri Wildstyle, United Voice and Galleri Zeitgeist.

**Annual Village Festival:** Themed around intercultural exchanges, highlighting different European cultures each year. Collaborations with international partners like Summer for the City and Kulturbrauerei to bring high-quality, diverse artistic expressions to Uppsala.

**Actions:**

- **Collaborate with international and national partners:** Like Selam for a summer festival and Xpression to create a dynamic container village that will serve as a micro-community at Vaksala Torg.
- **Develop models:** Engage with Frihamnstorget and Vollgut for insights on sustainable, community-driven development models
- **Educational activities and capacity-building:** Workshops to foster innovation and engagement, especially among young people in partnership with Uppsala University, Ung Företagsamhet and others.
- **Community-driven Initiatives:** Partner with local and regional actors such as Kulturförvaltningen and Idealstad to co-create events that reflect the community’s aspirations and address social challenges.
- **Sustainability:** Implement sustainable practices inspired by partners like ExRotaprint to integrate social and environmental sustainability into the core of the project.
- **Safe spaces:** Activate public spaces with cultural activities to improve the area’s safety, by making it a welcoming environment for all residents and visitors.

## CROSSROAD: HERITAGE

Culture becomes tradition, and artworks turn into landmarks. A building becomes architectural memory. Heritage, in all its forms, is an archive that connects our past with our future.

In this Crossroad, artists, heritage organizations, and museums will collaborate, starting from local history and expanding towards a shared European memory. Folk music, migration history, urban heritage, and local food traditions all converge, enriching our understanding of Uppsala and Europe's cultural mosaic. Through exhibitions, performances, and community engagement, we will celebrate and reframe our heritage, keeping it a part of our evolving cultural identity.

### Initial Projects

#### **The Legacy of the Walloons: a cultural-historical journey through opera, music and theatre**

Through the lens of this project, we explore historical and contemporary migration, focusing on the role of Walloons and Italian labor immigrants in Europe's industrial and cultural development. These groups are not only part of our history; their stories echo in today's migration waves, highlighting the continuous movement of people, ideas and cultures across borders.

This project seeks to raise awareness of how migration has been a force for innovation and growth throughout European history. By focusing on both historical migrations, like those of the Walloons to Sweden in the 17th century and Italians to Europe in the post-war era, and current migration challenges, we offer a platform for reflection on the complexities of migration—how it shapes both national identities and the broader European experience. Through an extensive program of opera, theatre, and music, as well as interactive exhibitions and workshops, this project will open up new perspectives on how migration contributes to the fabric of our societies.

At its core, the project is about understanding the connections between past and present. Migration has always been about more than the movement of people—it involves the transfer of skills, culture, and ideas. From the Walloons who came to Sweden to revolutionize iron production, to Italian laborers who rebuilt Europe's post-war industries, their stories offer insights into the shaping of modern Europe.

But the project asks: What can we learn from these migrations? How do they inform our understanding of migration today? By examining the lines between the stories—what is unsaid, unnoticed, and unaddressed—we explore the human side of migration: its emotional, social, and cultural dimensions. Through this project, we strive to bridge the past and future, to create a space where diverse voices come together to reflect on Europe's ongoing story of movement, change and integration.

#### **Actions:**

- **Opera and theatre performances**
- **Interactive exhibitions and workshops**
- **Artist residency programs**
- **Panel discussions on migration and cultural heritage**

**Lead organization:** Kompani Ad Hoc

#### **Strategic and co-production partnerships (local/national):**

- Uppsala Art Museum
- Uppsala City Theatre
- Uppsala Dance Academy
- Uppsala University
- Uppsala Concert & Congress

#### **Strategic and co-production partnerships (international):**

- Namur ECoC 2030 candidate

#### **Place:**

- Österbybruk
- Dannemora Mine
- Uppsala (various cultural venues)

#### **Timeline 2025-2029:**

- **2025-2026:** Preparations and partnership development
- **2027-2028:** Project implementation and artistic development
- **2029:** Major events during the ECoC year
- **2030:** Project conclusion and evaluation



**Lead organization:** Eric Sahlström  
Institute in Tobo municipality

**Strategic and co-production partnerships (local/national):**

- Tierp Municipality
- Region Uppsala
- Älvkarleby Municipality
- Uppsala Art Museum
- Musik i Uppland
- Local folk music and dance performers
- Stockholm University of the Arts – Department of Dance and Circus
- Royal College of Music in Stockholm
- Swedish Folk Dance Association
- National Association for Folk Music and Dance
- Royal Swedish Academy of Music

**Strategic and co-production partnerships (international):**

- Akademie Burg Fürsteneck (Germany)
- Scuola di Musica Popolare di Forlimpopoli (Italy)
- The Finnish Folkmusic Institute
- Latvian National Museum of Art
- Swedish American Institute (USA)

**Place:** Bror Hjorth’s House and the Eric Sahlström Institute in Tobo will serve as the main venues for the project, complemented by activities at Uppsala Art Museum and other cultural heritage sites in Uppsala County.

**Timeline 2025-2029:**

- **2025-2026:** Concept development and establishment of partnerships. Program planning.
- **2027-2028:** Implementation of concerts, exhibitions, residency programs, and workshops, including the joint exhibition with Bror Hjorth and Jāzeps Grosvalds. Engagement with the local community and international partners.
- **2029:** Main program, activities and events celebrating and exploring the living cultural heritage.
- **Post-2029:** Evaluation and further development.

**The shape of music**

Just as UNESCO describes the survival of the nyckelharpa, its continued relevance is based on a constant adaptation to contemporary times, external influences, and the willingness to share knowledge. The instrument has evolved through curiosity and innovation. It is this dynamic interplay between tradition and renewal that makes cultural heritage alive – and this is exactly what *The Shape of Music* aims to capture.

The artist Bror Hjorth, described himself as “a folk musician in wood, stone, and clay,” was a master at merging the traditional with the modern. His art was not just a tribute to folk music but also proof of how art can evolve by continuously seeking new expressions and contexts. Just as the nyckelharpa constantly adapts and is reinterpreted, Hjorth took the rhythms and images of folk music and transformed them into something that both preserved tradition and challenged the artistic norms of his time.

*The Shape of Music* takes this heritage and gives it a sharper, more electrifying voice. It is an exploration of how a living cultural heritage can be as at home in a club in Berlin as it is in a rural hall in Uppland, and how Bror Hjorth’s art can speak to a new generation that is tired of the predictable. By bringing together musicians and artists from across Europe, a platform is created where the local and the global meet and where the roots of cultural heritage can spread and grow in new directions.

Making Uppsala a place for cultural renewal, spreading waves of inspiration across Europe and showing that cultural heritage can be revolutionary.

**Actions:**

- **Concerts and performances:** A diverse program featuring musicians from across Europe exploring how folk music can be renewed and integrated into modern musical contexts.
- **Exhibition:** “Bror Hjorth and Jāzeps Grosvalds – A Meeting Between Tradition and Modernity”
- **Residency programs:** For international artists and musicians at the Eric Sahlström Institute and Bror Hjorth’s House to develop new works that explore the interplay between folk music and visual art.
- **Workshops and interactive seminars:** Engagement with the local community and international participants exploring the role of folk music and art and how they can be used as tools for creativity and cultural development.



Panncentralen Ulleråker  
Photo: Patric Kiraly

### Urban Nature – celebrating life under the city’s concrete

Beneath the surface of Uppsala, where industrial areas and urban landscapes converge, a surprising form of life emerges—both human and natural. Small trees and plants sprout from cracks in the concrete, a resilient green that reminds us of nature’s ability to find space even in the harshest and most inhospitable environments. At the same time, a rich culture flourishes where hip hop, reggae, street dance and mural art find ways to express themselves, even though they often exist on the fringes of the city’s more established cultural scenes. These expressions, these places, are part of our cultural heritage and represent an equally important part of the city’s cultural environment as its historic buildings and parks.

*Urban Nature* aims to bring Uppsala’s vibrant yet often overlooked urban cultures—hip hop, reggae, mural art, and street dance—into the spotlight, while simultaneously highlighting the hidden life thriving in the city’s industrial and forgotten spaces. This project challenges traditional views of both culture and nature, giving equal importance to the art forms and communities that have long existed outside the mainstream, as well as the trees and greenery that flourish beneath the concrete of our urban areas.

Through this initiative, we wish to elevate urban cultures that have historically been sidelined, recognizing their significance as part of Uppsala’s cultural heritage. Whether it’s the beats of hip hop and reggae reverberating through the city’s streets, mural art transforming walls, or street dancers reclaiming public spaces, *Urban Nature* will celebrate the creativity and resilience that define these movements. At the same time, the project will focus on the natural life that we often overlook—trees growing between cracks in the concrete, plants in industrial zones—reminding us that there is life in even the most unexpected places.

By merging these cultural expressions with the idea of urban nature, the project invites us to rethink what we value in our city. We want to shine a light on both the artistic and ecological vibrancy hidden in the urban environment, showing that life in the concrete is not just present—it’s valuable, meaningful, and worth celebrating.

#### Actions:

- **“Sow a Seed” Art Project:** Exploring the relationship between humans and nature through art in collaboration with Biotopia.
- **“Wildstyle, an Urban Art Academy”:** Establishing an academy that focuses on nurturing local and international urban artists, offering workshops, residencies, and public art projects to explore and expand the possibilities of urban art.
- **“Uppsala Loves Hip Hop” Street Dance Initiative:** Using street dance and hip hop to explore the city’s rhythm and promote social integration.
- **Community-based workshops and audience development:** Fostering a deeper connection with local communities through workshops, outreach programs, and audience development initiatives. This action focuses on engaging participants from various backgrounds and promoting grassroots cultural work, emphasizing the importance of community involvement and inclusion.
- **European soundclashes:** Organizing music competitions that bring together sound systems and genres from across Europe, transforming Främre Boländerna into a vibrant hub of cultural exchange and creative expression.
- **International collaborations:** Establishing partnerships to strengthen the European dimension of the project and promote cultural exchange.

**Lead organization:** Wildstyle Studio

#### Strategic and co-production partnerships (local/national):

- Uppsala Reggae Festival
- Uppsala Art Museum
- Biotopia
- Uppsala Loves Hip Hop
- SLU
- Uppsala University
- Urban Corner

#### Intended strategic and co-production partnerships (international):

- Lublin ECoC 2029
- Bielsko-Biala ECoC 2029 candidate
- Budweis 2028
- European networks for urban art and street dance initiatives
- International collaborations within hip hop and street dance culture

**Place:** The area Främre Boländerna and Gottsunda

#### Timeline:

- **2025-2026:** Preparatory phase focusing on planning and establishing partnerships, as well as developing sub-projects and securing funding. Initial groundwork for international collaborations and pilot projects.
- **2027:** Launch of the first art and street dance projects, alongside the beginning of international collaborations. Establishing a foundation for ongoing activities and community engagement.
- **2028:** Expansion of activities, exhibitions, and events, with an emphasis on refining and broadening the program based on initial evaluations and feedback. Strengthening international collaborations.
- **2029:** The project’s culmination as a central part of Uppsala’s ECoC program, showcasing the full scope of artistic and cultural initiatives developed over the previous years.
- **Post-2029:** Comprehensive evaluation of the project’s impact and integration of successful initiatives into permanent programs and strategies for the city’s cultural and urban development.

**Lead organization:** Uppsala Matråd (Uppsala food council)

**Strategic and co-production partnerships (local/national):**

- Uppsala University
- SLU
- Local schools, cafés, restaurants, farms and artists.

**Strategic and co-production partnerships (International):** International partnerships involve exchanges with European Capitals of Culture and collaborations with international festivals and artists, including Bielsko-Biala ECoC 2029 candidate and Budweis 2028. Furthermore, national organisations working in the area of local food and culture are engaged for exchange and learning.

**Timeline 2027-2030:**

**2027:** Planning and network building

**2029:** Activities and events

**2030:** Final activities and evaluation

## Uppsala Terroir

The project aims to explore and emphasize how food can serve as a bridge between sustainability, culture, and community. In a time of climate change and globalization, it offers a platform to discuss and understand the role of food in a sustainable future. By uniting the local and global, the sensory and cultural, *Uppsala Terroir* becomes a model for how food culture can be a catalyst for change.

Rooted in the strong food culture of the region, where local farms and producers play a central role, the project also embraces international perspectives through collaborations with other ECoC cities. What makes *Uppsala Terroir* particularly significant is its innovative combination of taste and sound—exploring not only how food tastes but also how the land and environment sound where the food is grown.

The project offers participants a deeper understanding of how the place affects not only what we eat but also how we experience the world around us. Through sound installations and sound walks and multisensory events, participants are invited to explore terroir in a new way—through both taste and hearing. What does the food we eat sound like? How does the climate and soil influence the sounds we hear from local farms?

By showcasing both the tastes and sounds that define the place, *Uppsala Terroir* contributes to a deeper understanding of how we are connected to our environment and to each other, both within the region and across Europe.

### Actions:

- **Terroir events:** Organize cooking competitions and educational programs on nutrition, lifestyle and health, sustainability, and local ingredients. Arrange sound walks and installations.
- **Terroir festival:** Showcase and sell products from local producers, including cooking demonstrations and tastings.
- **Volunteer days:** Community members assist at local farms and food producers.



Students  
Photo: Stewen Quigley

# OPENING AND CLOSING CEREMONIES

## Opening: A Festival of Neighborhoods

The opening of Uppsala ECoC 2029 will be a unique manifestation of our theme, *Between the Lines*. Instead of a centralized mass event, we will activate a network of cultural activities taking place at various locations across the city and region. By spreading events from the heart of the city to its outermost reaches, we create a cohesive and inclusive experience that reflects Uppsala's rich and diverse cultural heritage.

The official opening ceremony will take place at Vaksala Square, the city's central cultural hub, where we will formally mark the start of our year as European Capital of Culture. Here, we will receive the torch from our predecessors, Bourges, Budweis, and Skopje, in a joint ceremony with Lublin in Poland which shares the title ECoC for 2029. This symbolic handover will mark the beginning of a year of cultural exchange and collaboration, as we work together to bridge divides and build stronger connections through the power of culture.

During the opening weekend, a wide range of events, curated in collaboration with local cultural centers, artists, and associations, along with participation from European and international cultural actors, will take place throughout the city. By providing free public transportation and creating special routes to facilitate movement between events, we encourage visitors and residents to explore Uppsala's diversity. In this way, the entire city becomes part of the opening celebration, with each location contributing its own unique interpretation of the theme *Between the Lines*.

Live-streamed broadcasts and digital platforms will amplify the experience, ensuring that everyone, no matter where they are, can participate in the celebration. At Vaksala Square, large screens will show live footage from the various events around the city, creating a sense of unity and presence. This will be a tribute to Uppsala's dynamic and multifaceted culture, where every individual voice is given space to be heard.

*A Festival of Neighborhoods*, simply said: inclusive, site-specific and relevant. A kaleidoscope of impressions, reflecting Uppsala's diversity and engagement.

An Artistic Director will be chosen in 2026, specifically for the Opening and closure, closely working with local hot spots and citizens, to begin the process of capturing a rich mosaic, where accessibility and comfort are key words.

## Closing: A Reflective and Unifying Ceremony

As the year draws to a close, we will gather once more, this time for a conclusion that reflects the theme and narrative of the year. By connecting to the work and relationships that have been built throughout the year, the closing ceremony will serve as a collective reflection on what we have achieved together.

We will celebrate the cultural exchange and development that have defined Uppsala 2029 while also looking forward to the opportunities that lie ahead.

Vaksala Square will be the venue for this gathering, where we create an open and welcoming atmosphere that invites participation and a sense of community. Here, we come together to remember and reflect on the year's highlights and the journey we have shared as a ECoC.

At the end of the ceremony, we will formally hand over the torch to our friends in the winning cities in Belgium, Cyprus, and possibly Serbia for 2030. This not only symbolizes the end of our year as a cultural capital but also the beginning of a new journey for these cities. Through this gesture, we demonstrate that the title of ECoC is not just a temporary recognition but a long-term commitment to cultural exchange and collaboration.

The closing will be a moment of reflection and celebration, highlighting the collective efforts that have made Uppsala 2029 possible. It will not focus on grand spectacles but rather on celebrating the meaningful connections that have been forged and the experiences that have been shared.

With this, we leave 2029 behind, carrying the spirit of *Between the Lines* into the future, as an inspiration for continued development and cooperation in culture and society.



## 2.3

### EXPLAIN SUCCINCTLY HOW THE CULTURAL PROGRAM WILL COMBINE LOCAL CULTURE HERITAGE AND TRADITIONAL ART FORMS WITH NEW INNOVATIVE AND EXPERIMENTAL CULTURAL EXPRESSIONS?

**In a city that is constantly changing, where the past meets the future in a vibrant present, there is endless potential for new encounters and new stories. It is these stories, the ones that have not yet been heard or written, that we want to invite to become part of Uppsala’s cultural heritage. For it is between the lines, in the unspoken and unexpected, that we find the true essence of Uppsala—a city that is always more than it first appears to be.**

We hope that our projects will inspire people to look at cultural heritage with fresh eyes, to question the established narratives, and to dare to bring forth what has previously not been given space. We want more people to feel welcome to participate in creating this new, expansive vision of what cultural heritage can be—a vision that not only honors the past but also embraces the possibilities of the future. Through this open, curious, and inclusive approach to cultural heritage, we hope to offer both residents and visitors a deeper understanding of Uppsala as a place where history and the present meet, where tradition and innovation converge, and where new perspectives and stories have the opportunity to flourish.

Our cultural program invites everyone to explore these hidden dimensions. To read between the lines, to discover the voices that are not always heard, and the stories that may not fit within the traditional cultural heritage.

#### **Local heritage and experimental cultural expressions in our Cultural Program**

Uppsala’s cultural program for 2029 is built upon the unique interplay between the city’s rich cultural heritage and contemporary, innovative artistic expressions. Here, tradition and the contemporary merge into a dynamic tapestry that reflects both the historical depth and the creative spirit that permeates Uppsala. By exploring old industrial sites like the Walloon Bruk, where modern art meets history through interactive exhibitions, a dialogue is created between the past and the present. The old ironworks, once the heart of the region’s metal industry, now become creative hubs where heritage is revitalized and made relevant to today’s audience.

The old meets the new in other projects like *The Shape of Music*, where the keyed fiddle, an instrument deeply rooted in the region’s musical tradition, encounters modern technology and international collaborations. It is a living tradition that moves forward, while simultaneously preserving and reinforcing its ties to the past. The Eric Sahlström Institute in Tobo becomes a place for both preservation and innovation, where music gains new dimensions and traditional folk music resonates with modern expressions.

In the city’s churches and sacred spaces, doors open to a new kind of artistic experience through the project *Art in Sacred Spaces*. Here, timeless architecture meets contemporary artworks, creating unique and unexpected constellations. Uppsala Cathedral becomes a place where history and the present collide, and where art challenges and expands the traditional role of the sacred. Visitors are encouraged to pause, reflect, and be

enveloped by the invisible and unspoken that art can capture. In the city’s industrial and forgotten areas, where asphalt cracks and small trees reach for the light, another kind of cultural heritage blooms.

The project *Urban Nature* highlights the coexistence of urban culture and nature, showing how life finds its way even in the most unexpected environments. Here, the beats of hip hop, the rhythms of reggae, and the vibrant expressions of street art take their place alongside the green shoots defiantly growing through the concrete. It is a reminder that cultural heritage is not only found in the past, but also in what is emerging here and now, in the city’s pulse and rhythm.

By the Fyris River, the city’s historic lifeblood, another kind of transformation is taking place. Through *Water Line*, the river becomes a living stage for art and culture, where permanent and temporary installations, digital experiences, and public events connect Uppsala with the future. It is a project that not only reflects the city’s historical significance but also looks ahead, towards a sustainable future where culture and environment go hand in hand. Here, stories grow in the meeting between the past and the future, and between humanity and nature.

In *Uppsala Terroir*, we bring these ideas to the world of taste and sound. What does our region truly taste and sound like? Through food festivals, markets, and multisensory events, we explore how climate, soil, and culture influence our food and our way of being. It is a project that lets us feel the scents, hear the sounds, and taste the essence of the place. We want participants to experience how cultural heritage is rooted in the ground we stand on and how it is simultaneously shaped by global influences and dialogues. Here, food becomes a cultural bridge, a place where local traditions and international perspectives meet and enrich one another.

And on the city’s streets and squares, where people from all over the world meet, new stories are constantly emerging. Uppsala is a city of many cities, where different cultures, traditions, and generations intertwine. Here, there is not just one story, but a multitude of voices, experiences, and expressions. In projects like *Trakt*, where art and science meet in temporary pavilions inspired by the work of Sten Eklund, spaces are created for conversations and reflections on the challenges of the present and future. The pavilions become places where artists, researchers, and the public can gather to explore issues related to sustainability, urban development, and social justice. By bringing together diverse perspectives and experiences, a vibrant dialogue is created about how we can shape a sustainable future together.

## 2.4

# HOW HAS THE CITY INVOLVED, OR HOW DOES IT PLAN TO INVOLVE LOCAL ARTISTS AND CULTURAL ORGANIZATIONS IN THE CONCEPTION OF THE CULTURAL PROGRAM?

As early as 2022 and 2023, Uppsala Municipality, through the Department of Culture, Sports, and Leisure, allocated project grants specifically within the framework of the ECoC 2029 bid. These grants supported projects that explored key cultural themes and potential future initiatives, laying the foundation for Uppsala's ambitious cultural vision. This initiative reflects our belief in the importance of involving local artists and cultural organizations from the very beginning, ensuring that their voices and visions shape the development of Uppsala's cultural program.

Following the decision by the ECoC panel, we swiftly engaged in a series of meetings with local actors, focusing on the joint development of a cohesive cultural program that reflects both local and international aspirations. These meetings emphasized the importance of creating new opportunities for collaboration, enhancing local creativity and fostering international partnerships. By the summer of 2024, this engagement had yielded tangible results: through Open Calls, over 140 program proposals were submitted by cultural actors from Uppsala and its surrounding areas, demonstrating the community's commitment and enthusiasm.

In our process going forward, the involvement of local artists and organizations will remain central to the success of Uppsala's cultural program. We are committed to working closely with these stakeholders in various ways—whether through workshops, project development meetings, or collaborative international ventures. Our goal is to continuously create conditions that allow local actors to delve deeper into their creative practices, while also expanding their perspectives on audience development, participant engagement, European partnerships and networking opportunities. These efforts include facilitating travel and exchange programs that provide local cultural professionals with the opportunity to visit and collaborate with European counterparts in relevant fields.

An essential element of this process has been our focus on the cultural and creative industries. Together with partners such as Almi Plus, we have worked diligently to support the development of these sectors. Through a series of workshops, seminars, and dialogues with business actors and clusters, we have actively analyzed the needs for further development in the municipality. Our partnership with Uppsala University has been crucial in this endeavor, allowing us to incorporate academic insights into the cultural strategy. We have also collaborated with property owners, technical consultants, and architectural firms to co-create cultural spaces and ensure that the physical infrastructure supports the city's cultural ambitions.

Moreover, Uppsala's dedication to integrating culture into its urban and societal development has been reflected in our ongoing discussions with business stakeholders. Together with the city's Economic Development Department and local

politicians, we have visited numerous businesses to promote the importance of cultural and creative industries. We have actively worked on establishing business ventures within the sector, providing local actors with access to studios and creative spaces, and addressing the needs of performing arts organizations to strengthen their capacities. This holistic approach ensures that culture is seen not just as an artistic endeavor, but as an essential part of Uppsala's future economic and social landscape.

### **Strengthening collaboration moving forward**

As we approach 2029, our collaborative efforts with local actors will intensify, guided by a clear and structured strategy for deeper engagement. Our aim is to establish long-term platforms for cooperation where artists, cultural workers, and creative organizations can come together to co-create and shape the future of Uppsala's cultural landscape. These platforms will foster inclusion, ensuring that diverse voices—ranging from emerging artists to well-established cultural institutions—are part of the conversation and play an active role in shaping the program.

We will maintain a continuous dialogue with local actors through regular workshops, seminars, and consultation meetings. These events will provide opportunities for artists to share ideas, explore synergies and gain insights into the broader goals of Uppsala 2029. This ongoing dialogue ensures that the cultural program remains dynamic and adaptable, evolving in response to the needs and aspirations of Uppsala's creative community.

A key component of our future engagement will be the establishment of a *Resource Centre for Intercultural Cooperation*, designed to empower local actors with the tools, education, and networks needed to expand their capacities. This center will offer workshops, mentorship programs, and advisory services, with a particular focus on facilitating international collaborations. By strengthening local capacities, we aim to create a more robust cultural ecosystem that is capable of engaging with broader European and global cultural networks.

### **Focus on audience and participant engagement**

As part of our strategic development, we will prioritize audience and participant engagement by working closely with cultural actors to enhance their capacity to reach new and diverse audiences. This includes creating inclusive projects that attract new participants, as well as providing training and resources on accessibility, audience engagement, and diversity. Our goal is to broaden the cultural base, ensuring that cultural experiences in Uppsala resonate with a wider and more diverse audience.

### Supporting sustainable and innovative projects

Sustainability will continue to be a guiding principle in the development of cultural projects, ensuring that all initiatives contribute to Uppsala's long-term social, economic and environmental goals. We will encourage projects that integrate sustainable practices, reduce environmental impact and promote ecological awareness, reflecting the values of Uppsala's broader urban development strategy. Simultaneously, we aim to foster a culture of innovation by supporting creative expressions that challenge traditional boundaries and explore new artistic and technological possibilities.

### Creative infrastructure and local empowerment

To support these initiatives, we will continue our efforts to strengthen the creative infrastructure in Uppsala. This includes ensuring that local actors have access to the necessary resources, such as studios, rehearsal spaces, and performance venues. Additionally, we will work to address the specific needs of performing arts organizations by improving access to suitable facilities and fostering a supportive environment for their development. Collaboration with property owners, architects, and city planners will be key to realizing this vision, as we work together to create spaces that nurture creativity and innovation.

We also recognize the need to empower local actors through economic support and business partnerships. By engaging closely with Uppsala's business community and political leaders, we will create opportunities for cultural actors to collaborate with the private sector, strengthening the financial sustainability of their initiatives and embedding culture more deeply within Uppsala's economic landscape.

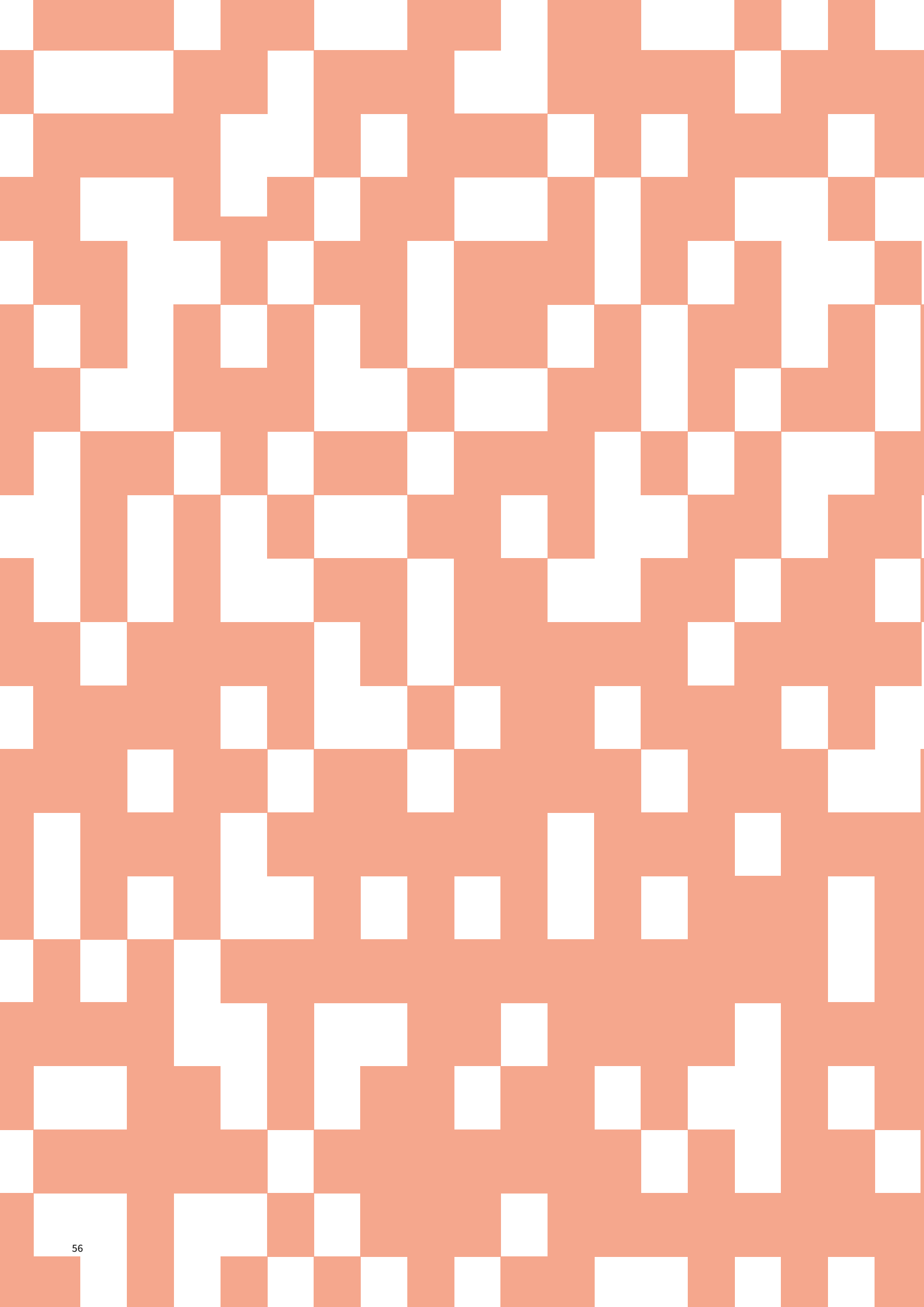
### Flexibility and adaptation

We will continuously gather feedback from local stakeholders and adjust our strategies to meet emerging needs and challenges. This will ensure that Uppsala's cultural program is not only relevant to the present but capable of evolving in step with the changing cultural, social, and economic context leading up to 2029.



Salad Hilowle, Black Portrait of Francis Bacon,  
Revolve Performance Art Days, 2024, Uppsala Art Museum  
Photo: Pär Fredin







# 3. EUROPEAN DIMENSION

**Our target is that 70% of the projects in Between the Lines Cultural program will involve European partnerships and/or perspectives. The European dimension is a core value in our project. Already in the existing criteria all projects linked to 2029 are asked to define a European dimension. A vast range of initiatives are welcome, from short exchanges to sustainable partnerships, including co-productions with European counterparts.**

Uppsala's international policy, established in 2014, emphasizes that "the municipality should seize opportunities for cooperation and funding of development projects offered by EU funds and programs, as well as gather knowledge from and learn from other cities and regions within respective fields of operation to develop its activities." Uppsala remains committed to working strategically in line with these objectives, playing a significant role in the decision to apply for the ECoC in 2029.

By integrating common aspects of European cultures, heritage, and history into our cultural program, we aim to create a dynamic and inclusive cultural environment that prepares Uppsala for 2029 while leaving a lasting legacy.

*Between the Lines* encapsulates our ambition to explore and illuminate the unspoken and unseen aspects of our city and its connection to the broader European cultural landscape. This theme drives our cultural program, encouraging visitors and inhabitants to read and interpret the hidden meanings, feelings, and intentions within Uppsala's and evolving environment.

We illustrate the projects in our Cultural program reflecting these issues in the flowchart below. Each project is presented in full under the chapter 2.2 Overview of the Cultural program.

### 3.1 GIVE A GENERAL OUTLINE OF THE ACTIVITIES FORESEEN IN THE VIEW OF:

#### Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens.

- **Partnerships for intercultural dialogue with European cities**

Uppsala has established several partnerships with other European cities and cultural institutions, with the aim to promote intercultural dialogue and increased understanding. These partnerships will focus on collaborative projects, exchanges and joint events. For example, we will collaborate with cities like Skopje, Leuven and Rijeka, leveraging their experiences as previous or upcoming European Capitals of Culture to create a shared platform for cultural innovation and exchange, especially in relation to *De-Central Stations*.

- **Region Uppsala and New European Bauhaus**

With Uppsala's expansive development and defined ambition for sustainable, quality architecture, there are obvious connections to the EU's New European Bauhaus (NEB) initiative, which encourages everyone - governments, businesses, and citizens - to think innovatively to build a sustainable and inclusive future. Region Uppsala is strongly committed to participating in and contributing to NEB.

- **Uppsala University and the Enlight project**

Uppsala University is actively participating in the Enlight project, a collaboration between nine European universities aimed at creating a new form of European education and research. Through the Enlight project, Uppsala will promote education and research by engaging in interdisciplinary and international educational projects that foster culture, creativity, and sustainability.

- **Resource Center for Intercultural Cooperation**

One of the *hubs* of our *Resource Center for Intercultural Cooperation* will focus on capacity building and international collaboration, coordinating nationally as well as with partners, such as *Kulturverkstan* in Gothenburg, *Riksteatern* (*The Swedish National Touring Theatre*), *Skopje University for the Performing Arts*, *Culture Action Europe* and others.

A second *hub*, *The Uppsala Arts Residency Center*, will coordinate artist residency exchanges and enhance the capacity to host international artists in Uppsala, is another hub for intercultural dialogue and exchange. Both are further presented under 2.2 *Cultural program*.

We will also participate in European networks like Art in Rural European Areas (AREA) and TransEuropeHalles (TEH) to exchange best practices.

#### Highlighting the common aspects of European cultures, heritage and history.

Our goal is to seamlessly integrate the common aspects of European cultures, heritage, and history into our program, addressing themes of European integration and contemporary issues. Uppsala's rich historical tapestry, including landmarks like the Uppsala Cathedral, Uppsala University and heritage sites such as Gamla Uppsala, connects us to a broader European historical context. Several projects in our Cultural program highlight common historical threads, such as *The Legacy of the Wallons* that celebrates the contributions of the Belgian Wallons to Sweden's ironworks and Uppsala's industrial heritage during the 17th century. For more examples - see the flowchart.

Live streaming events, interactive websites and social media campaigns will connect Uppsala with audiences across Europe, promoting our cultural initiatives and fostering a sense of shared European identity.

#### European integration and current European themes:

We will address pressing issues such as sustainability, social inclusion, and digital innovation through projects like *Urban Nature* and *The Shape of Music*. These initiatives will foster cultural exchange and dialogue, highlighting the role of culture in addressing contemporary challenges.

Our cultural program will address themes of European integration by promoting shared values of democracy, human rights, and cultural diversity, as shown in the flowchart.

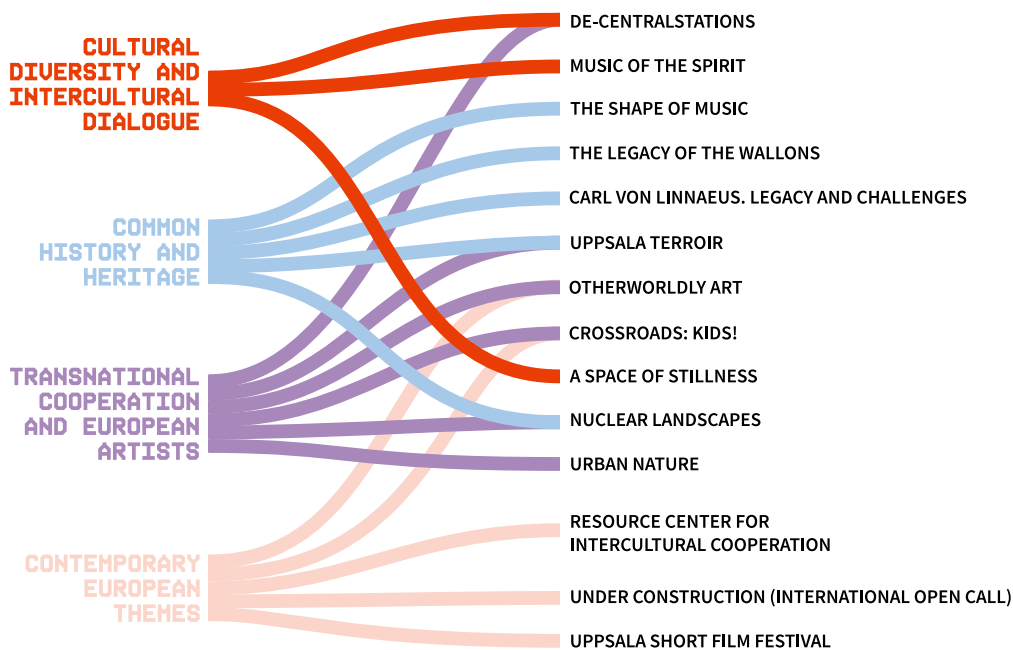
#### Featuring European artists, cooperation with operators and cities in different countries and transnational partnerships.

There are several obvious built-in platforms - primarily in the form of Crosscurrents (see 2.2 *Cultural Program*) - for fruitful transnational collaborations:

#### The Resource Center for Intercultural Cooperation

The Resource Center for Intercultural Cooperation is pivotal to our initiative, designed in two hubs, one focusing on capacity building, international collaboration and audience engagement, the other dubbed The Uppsala Art Residency Center. They will serve as incubators for cultural projects, offering co-working spaces, seminar rooms and residency programs. Other European residency centers, as well as the important EU initiative Culture Moves Europe, will widen our horizons.

To succeed, an immense amount of experience exchange and learning must be done within the European sphere. We aim to enhance and practice skills and mobility. We aim to provide training with international mentors. We know that such



Between the lines projects that highlights European dimensions.

The projects are presented in chapter 2.2.

exchange is often initiated by active participation in European networks, like Culture Action Europe, IETM, TransEuropeHalles and others. We take on the task of cultivating a dialogue beyond our home space.

### De-Central Stations

This Crosscurrent addresses the need for cultural de-centralization, bringing cultural activities to various neighborhoods. These stations, identified and managed by local communities, will host events, exhibitions, and performances, ensuring broad cultural participation and engagement.

We have already initiated a number of dialogues with European cities with similar intentions of de-centralizing their cultural offer and re-generating neighborhood cultural encounter spaces, like Skopje 2028 (MK), Brindisi (IT), Molenbeek and Leuven 2030 (BE). We will also strengthen our contact with TransEuropeHalles and their experience with cultural recycling and development of cultural centers.

Some highlighted projects and intended international partnerships (for more info see 2.2 Cultural Program)

### Water Line

An art and urban development project that transforms public spaces through artistic interventions along transportation routes, rivers, and walkways.

**Partners:** Metropolis (Copenhagen), Bureau Detours (Denmark), Bourges 2028 (France), Budweis 2028, (Czech Republic) and others.

### Nuclear Landscapes

An exhibition project examining energy supply and radioactive waste disposal, focusing on facilities in Forsmark, Sweden, and Onkalo, Finland.

### Kids! International Festival of Children and Youth Culture

This festival will collaborate with various European cities to engage children and youth in cultural activities.

**Partners:** Skopje 2028 (North Macedonia), Teatrul Tineretului (Romania).

### Uppsala International Literature Festival

Aiming to promote literary diversity and intercultural dialogue, this festival will feature readings and discussions with authors from across Europe.

**Among the Partners:** Book Space in Dnipro (Ukraine).

### Otherworldly Art

A project focused on electronic music and digital arts, aiming to position Uppsala as a leading center for these genres.

**Among the Partners:** NODE Festival (Modena, Italy), L.E.V. (Spain).

### Uppsala Short Film Festival

Showcasing short films from around the world, promoting international filmmakers and cultural exchange.

- **Purpose:** To strengthen the status of short films and create a platform for international filmmakers.
- **Partners:** European Film Academy, Clermont-Ferrand Short Film Festival (FR), Swedish Film Institute, Film i Uppland, Uppsala University, Kulturhuset Grand.

## 3.2

# CAN YOU EXPLAIN YOUR OVERALL STRATEGY TO ATTRACT THE INTEREST OF A BROAD EUROPEAN AND INTERNATIONAL PUBLIC?

**Our vision is to establish Uppsala as a global cultural destination through a program that not only reflects the city's rich heritage but also its contemporary character. We aim to make Uppsala a destination that offers unique, engaging and accessible experiences for visitors from all over Europe.**

We are convinced that many international visitors will be introduced to Uppsala for the first time in 2029, due to the attraction of the ECoC. Our primary focus is on how best to welcome them - sustainably, generously and creatively.

And for those who cannot travel but whose curiosity has been awoken - our digital extension activities, including live-streaming of primary events, interactive portals and streaming networks, will be able to satisfy the interest and bring Europe closer.

### Current situation

Uppsala currently enjoys a strong visitor base with a steady influx of both national and international tourists, primarily from Europe. The city attracts approximately 1,2 million visitors annually, with a significant proportion coming from countries such as Germany, the United Kingdom, and Norway. Visitor peaks mainly occur during the summer months and around specific cultural highlights such as Walpurgis and Kulturkatten.

Today, Uppsala offers a unique combination of rich history, academic prestige, and a cultural scene, making the city attractive for both short and extended visits. To attract a broader European audience, we need to build on these strengths by further developing our infrastructure and cultural offerings. An analysis of our current visitor patterns shows that we have the potential to attract more visitors throughout the year by diversifying our cultural events and making them more accessible to an international audience.

### History and heritage

With its unique history that spans from the Viking Age with the Uppsala mounds, through the late Middle Ages and Renaissance with the cathedral, universities, castle, and Carl von Linnæus's home, to today's growing city with intriguing modern architecture, parks, public art, and recreational and sports facilities, there are plenty of reasons to visit Uppsala. The surrounding countryside offers diverse natural landscapes with beautiful hiking trails and waterways, unique cultural heritage, and communities that provide opportunities for new experiences.

### Festivals

Uppsala hosts a variety of distinctive festivals (see 6. Capacity to deliver) that already attract enthusiasts from around the world, such as the Uppsala International Short Film Festival, Uppsala Reggae Festival, the Uppsala International Guitar Festival, Sweden's oldest LAN party Birdie, and the science festival SciFest. These festivals will expand their European connections during the preparatory phase and reach a larger international audience in 2029, also digitally.

### Uppsala city of sports

Uppsala is also a city of sports. Every year, several major tournaments, matches and training camps are held, attracting athletes of all ages from Sweden, the Nordic countries and around the world. In sports such as bandy, floorball, basketball and football. As part of the ECoC process, exciting cross-pollinations between sports and culture will be tested, attracting active visitors to Uppsala (see 2.2 Cultural Program - *Crossroad: Body*).

### Development areas and strategy

To achieve our goals, we will focus on the following:

#### 1. Improved accessibility and infrastructure

We will work to enhance our transport options to and within Uppsala, with a particular focus on environmentally friendly alternatives. This includes improved public transport and the promotion of cycling and walking paths. Sustainable transport methods will be encouraged and made easily available to visitors to Uppsala, reducing the carbon footprint for visitors to our region.

#### 2. Strengthening cultural events

We expand our existing events with increased international collaborations that resonate with a broad European audience. This includes new festivals and cultural exchanges that reinforce Uppsala as a global cultural city.

We will ensure that all our cultural events are accessible to both Swedish and international visitors, whether they participate physically or digitally. This means offering multilingual guides, information materials and live translation at key events. (see 5D.1 *Marketing & Communication*)

By collaborating with internationally recognized artists and organizing unique exhibitions, we will create a program that not only attracts international visitors but also engages them on a deeper level. (see 3.1. *International artists and collaborations*)

### The chARTers Concept - a strategy for sustainable tourism

chARTers is a central part of our strategy for sustainable tourism and engaging an international audience. By creating cultural routes that connect Uppsala's most iconic events, such as Walpurgis (April), Midsummer (June) and The Night of Culture (September), with clusters of ECoC activities, we aim to create a year-round attraction that places Uppsala on the international cultural map. One of the specified objectives for the EU/ECoC flagship programme is to introduce Europeans to diverse cultures throughout the EU. This involves visitor strategies, rising

tourist expectations and an increased flow of “temporary citizens” to the entitled European Capitals of Culture each year.

Since objectives at the root of *Between the Lines* are sustainability and environmental balance, throughout our city, our region and Europe, we understand the paradox. Many visitors mean many flights, taxi rides and other consequences difficult to harmonize with green intentions. We are therefore exploring low carbon-emission ways of organizing and distributing cultural experiences on the way to and during 2029.

To this end, we imagine 3 curated “adventures” during the year, when the Cultural Program intensifies its activity, when major events overlap, providing richer visitor content and inspiring longer stays, rather than weekend trips. We have connected these “adventures” to 3 important times of the year - cultural seasons - in Uppsala and in Sweden.

We call them chARTers.

***A “charter” implies group travel, sharing transport and space. But a “charter” is also an agreement, a shared responsibility; a designed ticket to follow the cultural roadmap of a growing Uppsala.***

The key here is for the program to reflect overlaps of flagship events, to maximize the experience for temporary citizens, our guests. We arrange for increased access to public transport, both to Uppsala and throughout the region, with low price bus/tram tickets and access to bikes. And we commission artistic interventions in and around public transport hubs, connecting the program to essential places in town.

We intend to coordinate effectively and sustainably the expected rise in visitors to Uppsala, from Europe and especially from the Nordic/Baltic region, together with organizations like Destination Uppsala.

We have chosen 3 exceptional “seasons” for long-distance guests. Each designated period can last 7-12 days, connected to important celebrations rooted in Uppsala’s cultural life.

The chARTer travel will include a diverse program of highlights from the *Between the Lines* program in the chosen period.

#### **chARTer- Spring**

The first months after winter, Uppsala begins to awaken, marked traditionally by celebrations of the Walpurgis (30 april) and carrying on through the May Day festivities (1 may). This is an excellent time to both explore the countryside and at the same time participate in urban events on a grand scale.

#### **chARTer - Summer**

Midsummer, the longest day of the year, is a natural time to re-visit the importance of light in the North. An exciting mix of experiences, in cooperation with the Home Village Associations (Hembygdsföreningar) throughout the region, while offering some of our most best art experiences created through collaborations with European artists and operators, spread throughout the city.

#### **chARTer - Fall**

September in Uppsala is built around two phenomena. First, the return of students – thousands of them! - to the universities, changing the cultural composition of the city. This coincides with the much-loved Culture Night, when museums, theaters, concert halls and libraries remain open late into the night, creating an itinerant vibe on the streets, in the galleries, everywhere. In 2029, Culture Night will underpin our renewed European collaboration, showing many results of transnational collaborations.

*Other cultural program highpoints (see 2.2 Cultural Program) will be especially arranged before and after each flagship activity.*

### 3.3 TO WHAT EXTENT DO YOU PLAN TO DEVELOP LINKS BETWEEN YOUR CULTURAL PROGRAM AND THE CULTURAL PROGRAM OF OTHER CITIES HOLDING THE EUROPEAN CAPITAL OF CULTURE TITLE?

**By establishing and maintaining European collaborations and networks, we ensure that Uppsala not only meets its goals as the ECoC 2029 but also leaves a lasting legacy of cultural innovation. By sharing knowledge and working together, we can create a future where culture acts as a force for change and cohesion throughout Europe.**

Already in preparing our bid, Uppsala has engaged in fruitful dialogues with the former Swedish ECoC Umeå 2014, whose experiences and insights have been invaluable to us. They have provided us with crucial learning on legacy and long-term impacts. Additionally, the close connection with our twin city Tartu 2024, has been immensely beneficial. The continuous dialogue with our colleagues there has enriched our understanding and offered new perspectives that are essential for our cultural development.

During the candidacy, Uppsala has engaged in fruitful dialogues with Bourges 2028, Budweis 2028, Skopje 2028, Katowice 2029, Lublin 2029, Bielsko-Biala 2029, Larnaka 2030, Nicosia 2030, Namur 2030, Leuven 2030, Molenbeek 2030 and Ghent 2030. These represent chosen or potential ECoC cities during the years 2028-2030. We have identified cooperation with these cities as fundamental for building cultural bridges across Europe. Our dialogues with these cities have not only helped us to understand each other's unique cultural landscapes but also to identify common challenges. By sharing best practices, we collectively develop effective strategies that benefit our cities.

#### **Some examples:**

*(see 2.2 Cultural Program and the lists of international partners under each budding project)*

A central objective for Uppsala is to promote social cohesion and inclusion through culture. Through our collaborations with Bielsko-Biala 2029, we have learned the importance of engaging community groups through food and culinary events. Our future collaboration with Bielsko-Biala includes collaboration with the exhibition project *Tangible Forces. (2.2 Crossroads: Body)*. We have identified common inclusion objectives with Leuven 2030 (candidate city) and their Neighborhood project, which mirrors our investment in De-Central Stations. Even Skopje 2028 has new neighborhood cultural centers as part of their program, to be shared with us.

Another common challenge is sustainable urban development. Collaboration with Bourges 2028, which has developed a detailed carbon budget system and an extensive mobility program, has provided us with valuable insights. Bourges' *Metro Europa project*, which aims to improve transport connections and reduce carbon emissions, has inspired us.

Dialogues with Budweis 2028 and Molenbeek 2030 have underlined the importance of cultural diversity and intercultural dialogue. This has inspired us to explore how we can leverage our international connections through our universities and research institutions to promote cultural diversity.

Among the Polish and Swedish cities that are presently in the second stage of the competition, we have formed agreements committing to work together in solidarity, regardless of the outcome of the competition. Already during the candidacy, we have reaped international benefits.

The special relationship between Sweden and Poland - Baltic neighbors sharing the sea - makes it especially relevant for the two European Capitals of Culture 2029 to exchange deeply and consistently. We are prepared to strengthen the relationship with the winning Polish city Lublin when the decision is made.

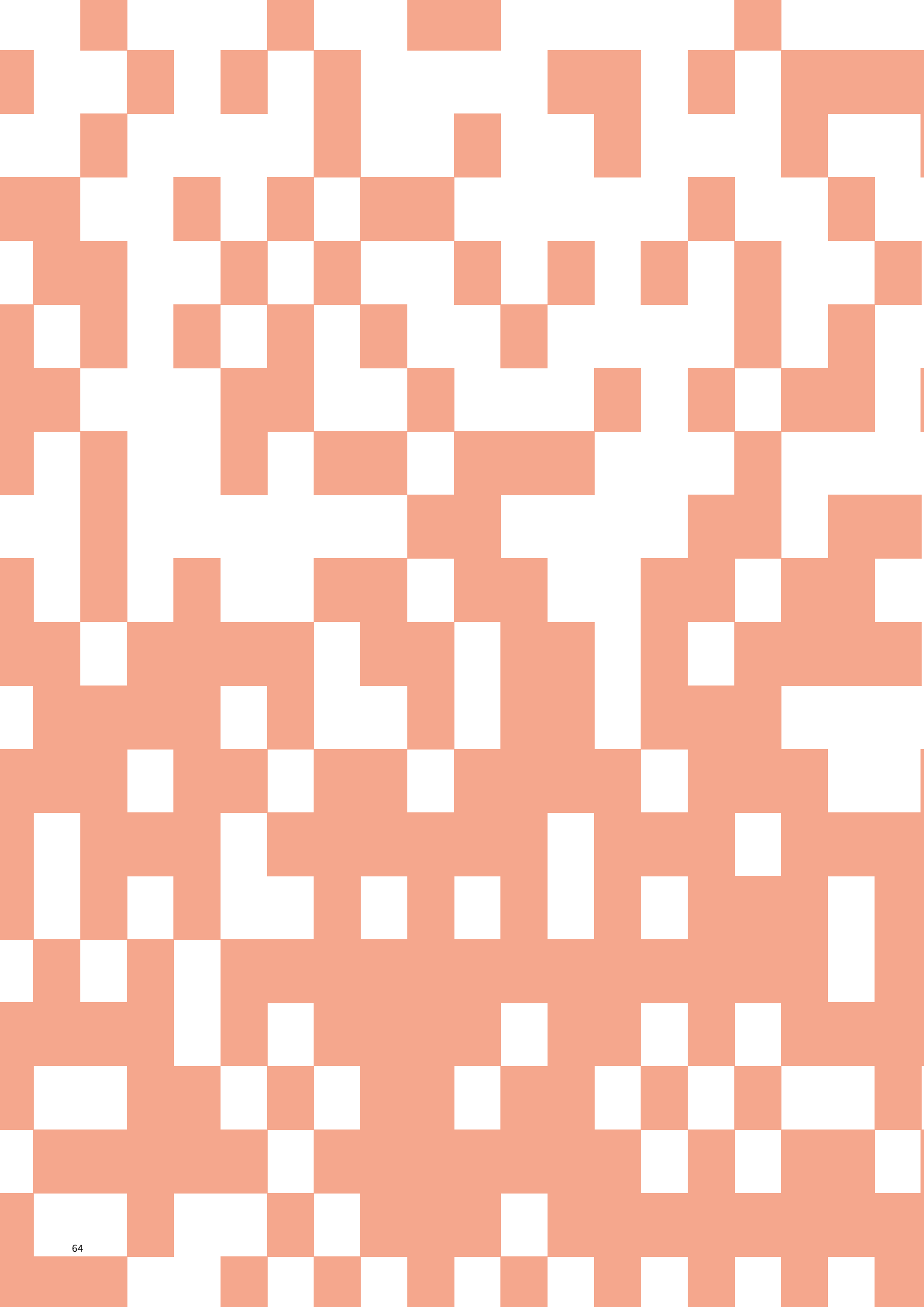
#### **The Resource Center for Intercultural Cooperation**

If Uppsala is chosen to become ECoC 2029, we will open a Resource Center for Intercultural Cooperation. Learning and networking will be channeled through this unit. The Center will be given space and long-term commitment to both generate (on the way to 2029) and later maintain (2030 and beyond) cooperation with European cities and initiatives. This unit will serve as a portal for coordinating and supporting internships, job-shadowing, and networking throughout Europe, especially to maintain the valuable relationships built with other European Capitals of Culture.

My Lindh "Luftrum"  
Photo: Patric Kiraly









# 4. OUTREACH

**The involvement of the local population and civil society through a multifaceted and inclusive approach has been a central part of both the preparation of our application and the planning for the ECoC year. Our goal has been to engage citizens at all levels, striving to create a platform where all voices are heard and where every resident feels like an active participant in the cultural development of the city.**

We know that a strong sense of participation is not created through isolated actions but through continuous and attentive work, where we are always aware of what is said—and unsaid—between the lines. Understanding and addressing the issue of power and representation is central to this work, and we will continue to listen, learn, and adapt to ensure that Uppsala 2029 truly becomes a year where everyone feels they are part of our shared story.

## 4.1

# EXPLAIN HOW THE LOCAL POPULATION AND YOUR CIVIL SOCIETY HAVE BEEN INVOLVED IN THE PREPARATION OF THE APPLICATION AND WILL PARTICIPATE IN THE IMPLEMENTATION OF THE YEAR.

Uppsala's bid for the ECoC 2029 is built on a broad engagement from the entire region, with a strong ambition to create an inclusive and dynamic cultural city where all residents have the opportunity to participate and influence. From the initial idea to the final application, we have worked to involve a wide range of stakeholders – from schools and associations to businesses and academia. Our vision has been to create a cultural platform that reflects the diversity and cultural richness of the region, where the voices of the residents have been central in shaping our goals and ambitions.

### Co-creation process

With our theme *Between the Lines*, we have explored the silent stories and invisible structures that shape our city and our future. Through a conscious strategy of co-creation, we have asked the fundamental question: “Why would we need this?” to residents, cultural actors, and civil society. This has helped us identify and understand the needs and priorities in our region, resulting in a program that reflects the region's diverse cultural ecosystem. At the same time, we are determined to continue reaching out to even more people and create a cultural city that truly includes everyone.

### Forum 2029

Between 2018 and 2024, we conducted hundreds of dialogues, workshops, and events to gather ideas and opinions from different community groups under the umbrella called Forum 2029. It included open forums and collaboration meetings, involved almost 1,000 stakeholders from the cultural and urban development sectors. Through these forums, five focus areas were identified: *Crossing boundaries*, *Putting residents at the center*, *Reimagining spaces*, *Future ways of living*, and *Sustainable living*. These themes became central to the *Between the Lines* cultural program which reflects the needs and priorities identified during this co-creative process.

### Open forums and public events

We have regularly invited residents, associations and other stakeholders to participate in open forums and public events where the goals and visions of our application were discussed. In 2022 and 2023, two large open forums were held where we explored visions for Uppsala 2029 together with residents. These meetings have been crucial for creating dialogue and engagement around what Uppsala 2029 can mean for the region's residents and cultural actors.

### The project My Uppsala 2029

A special focus has been on involving young people in the process. Through the project *My Uppsala 2029*, we initiated collaborations with primary and secondary schools, where students have been given the opportunity to express their visions for the future of Uppsala through creative workshops, storytelling, and digital platforms. These activities have not only created an active dialogue between young people and decision-makers

but have also raised awareness of the role of culture in society. The aim has been to encourage young people to become active co-creators in the development of culture, fostering a strong sense of participation and commitment to the city's future.

### Local agreements and collaboration platforms

Through cooperation within the so-called Local Agreement (Lokal överenskommelse), we have strengthened the relationships between the Uppsala 2029 project and civil society actors throughout the region. This has resulted in the development of new platforms for collaboration between cultural associations and the project and created opportunities for joint initiatives that promote social sustainability and inclusion. A concrete example is that several associations now have increased access to resources and support, which has enabled more local cultural events and increased representation of underrepresented groups in cultural offerings. Through this work, we have built strong partnerships that contribute to a more inclusive and cultural life throughout the region.

### Project grants and cultural ambassadors

To encourage local cultural associations to participate in the ECoC process, we have awarded over 150 project grants between 2022 and 2024. These grants have given actors the opportunity to explore their ideas and prepare them to become part of a ECoC year. One example is the RUSMUS project, where actors have been able to develop their previous ideas and are now ready to be integrated into Uppsala 2029. Virtually all the projects we are now moving forward with have a strong local presence and include actors from different social backgrounds.

### Cultural and creative industries

Together with Region Uppsala and Uppsala University, we have explored how the cultural and creative industries can grow and develop in the municipality. Through this collaboration, we have mapped the current conditions and challenges for cultural and creative businesses and identified opportunities for future development. We have conducted seminars, workshops, and research collaborations to understand how we can best support these industries and integrate them into the broader development of Uppsala 2029. This work has not only strengthened our understanding of the creative sector but has also laid the foundation for future strategies that can benefit both the cultural sector and business community in Uppsala.

### Engagement of the business community

The business community plays an important role in Uppsala 2029. We have developed strategies to include companies in the cultural year through networks such as STUNS, Världsklass Uppsala (Worldclass Uppsala), and the Climate Protocol. Through partnerships with initiatives like Ignite Public and collaboration with local businesses, we have identified opportunities to integrate culture and business

in new ways. This includes sponsorship, joint projects, and engagement in cultural initiatives that connect culture with economic growth and sustainability. Through this work, we have not only strengthened the relationships between the cultural sector and the business community but also laid the groundwork for sustainable development of the cultural and creative industries in Uppsala, which will be crucial for future strategies.

### Conferences and international cooperation

We have organized two major conferences in 2022 and 2023 under the theme *Between the Lines* to discuss the role of culture as a catalyst for urban development and sustainability. These conferences have engaged local actors and contributed international perspectives through the participation of cities such as Dresden, Rijeka, and Tartu. The conferences have served as meeting places where ideas and experiences have been shared, enriching our application and contributing to a broader understanding of the potential of culture to drive sustainable urban development.

### The epos of the future

An upcoming project that illustrates our view on the role of culture in urban development is *The Epos of the Future*, led by the artistic collective The Non Existent Center. The project aims to explore new ways to engage residents in the city's development through storytelling and cultural expression. Through workshops, performing arts, and other creative formats, participants will have the opportunity to co-create visions for the future society. This project is particularly aimed at those who might not otherwise participate in cultural activities and aims to create an inclusive and engaging environment for all.



## Participation in the Implementation Phase (2025-2029)

- 1. The De-central Stations concept:** Starting in 2025, we plan to establish cultural hubs, so-called *de-central stations*, in various districts, especially in marginalized areas. These stations aims to function as local cultural centers and innovation hubs where residents and cultural actors can meet, create, and participate in various cultural activities.
- 2. Volunteer program and international exchange:** We will continue to build on Uppsala's extensive volunteer program, which aims to engage residents, especially young adults, in a wide range of cultural activities and events. Through a formal partnership with Katowice 2029, we plan to implement a volunteer exchange program that allows volunteers from both cities to participate in each other's events and training programs.
- 3. Continuous feedback and adaptation:** We will implement a system for feedback, including public meetings and workshops, to gather input from participants and adjust activities as needed. This work will be carried out in close collaboration with Region Uppsala and Uppsala University to broaden perspectives and competencies. Annual evaluation reports will assess progress and identify areas for improvement.
- 4. Long-term engagement and structural support:** To promote long-term citizen engagement, we have established formal channels for citizen influence, such as participatory budgeting, where residents have the opportunity to directly influence which projects and initiatives the municipality and region should prioritize. This work aims to create a robust foundation for residents to influence decisions concerning their city and region and contribute to a more sustainable and inclusive development.

Gallery Wildstyle X Uppsala 2029  
Photo: Patric Kiraly

## 4.2

# EXPLAIN HOW YOU INTEND TO CREATE OPPORTUNITIES FOR PARTICIPATION OF MARGINALIZED AND DISADVANTAGED GROUPS.

The comprehensive methodology of *Between the Lines* guides our approach by focusing on the stories and perspectives that often remain unseen in traditional structures, allowing us to address the barriers that hinder cultural participation and develop initiatives that are truly inclusive and representative of Uppsala's diverse population.

Our strategy to ensure that marginalized and socio-economically disadvantaged groups in Uppsala can actively participate in the city's cultural life is firmly anchored in Uppsala Municipality's cultural policy program, which emphasizes everyone's opportunity to participate culturally.

We recognize that cultural participation is not only about access but also about ensuring representation, influence and meaningful involvement in shaping the cultural landscape.

### Between the Lines: a method for inclusion and participation

*Between the Lines* is more than just a theme – it is a method for understanding and including the stories and perspectives that often go unnoticed in conventional frameworks. This approach has been integrated into every aspect of our cultural program to ensure that each resident has the opportunity to participate and influence. By focusing on what is often unsaid and overlooked, we strive to create a cultural environment that actively seeks out and values the contributions of marginalized groups.

We know that this is not something we can achieve alone. It requires close and ongoing dialogue with civil society, cultural creators, and communities. We need new perspectives and to learn from the experiences of others. Our commitment to inclusion is a long-term mission that extends far beyond the ECoC initiative. Uppsala is constantly evolving and changing, and with this comes the risk that certain groups may fall out of focus. That is why it is crucial to maintain a constant focus on this issue, ensuring that no voices are left unheard. A project like *VOICES! (2.2 Cultural program)* exemplifies this commitment by actively engaging marginalized voices and promoting freedom of expression for those who are often silenced.

### Accessibility and representation

We work on several levels to ensure that our cultural programs and events are accessible to everyone, addressing various barriers such as physical, linguistic, cultural and economic obstacles.

**1. Physical accessibility:** All cultural venues will be accessible to people with disabilities. This includes developing structures for better collaboration around cultural activities for the elderly and people with disabilities, ensuring that they are not only participants but also active contributors to the cultural life of the city.

**2. Linguistic and cultural accessibility:** We offer cultural programs in several languages to ensure that language barriers do not hinder participation. Special focus is placed on underrepresented groups, promoting residents' influence over cultural offerings. This helps reflect Uppsala's multicultural identity in our cultural program and highlights the contributions of various cultural communities.

**3. Economic accessibility:** To make culture economically accessible to everyone, we offer free or discounted tickets to cultural events and have introduced a cultural pass that provides reduced prices for various events. This initiative targets low-income families and young people, ensuring that financial constraints do not prevent participation in cultural activities.

### Using The Social Compass as an analytical tool

The Social Compass is an analytical tool that guides Uppsala Municipality's efforts towards social justice and inclusion. It helps us understand and address the various dimensions of marginalization in our community, ensuring that all residents, regardless of socio-economic background, gender, ethnicity, or disability, have equal opportunities to participate in and benefit from cultural life. It serves as a foundation for our strategy to include marginalized and socio-economically disadvantaged groups in the cultural program for Uppsala 2029, helping us identify needs, evaluate interventions and adjust our approach to be as inclusive and effective as possible.

### Cultural policy initiatives for increased participation

We are establishing a network of cultural policy advocates (community cultural advocates) who will serve as links between cultural institutions and the broader community, particularly to reach out to marginalized groups. These advocates, selected from diverse backgrounds, will help ensure that the cultural program is inclusive and representative of all of Uppsala's residents. They will work to identify the needs of marginalized groups and develop tailored outreach and participation strategies, ensuring that these groups have a voice in shaping the cultural landscape.

### Representation and diversity: implementing *Between the Lines*

Our cultural program will reflect the diversity that exists in Uppsala, both by highlighting different groups' cultural heritage and by offering new perspectives and experiences. This aligns with the cultural policy program's goal of promoting diversity and education, which contributes to a more equal and democratic society. We aim to create spaces where different

communities can share their stories and be seen and heard on their own terms, thus building bridges between diverse cultural expressions and fostering mutual understanding.

#### Specific actions include:

- **Collaborative projects:** We will initiate collaborative cultural projects that engage marginalized communities directly in the creative process. These projects will be designed to not only highlight their cultural heritage but also to empower them as active creators and narrators of their own stories.
- **Community workshops:** We will organize workshops in collaboration with local cultural organizations, focusing on skill development, storytelling and cultural expression. These workshops will be aimed at marginalized and underrepresented groups, providing them with the tools and platforms to contribute to Uppsala 2029.
- **Public art initiatives:** By incorporating public art projects into the cultural program, we aim to create visible and accessible spaces for marginalized voices. These projects will involve community participation in the design and execution of public artworks that reflect the experiences and aspirations of diverse groups.

#### Capacity building and organizational competence

Our strategy includes supporting local artists and cultural organizations through education and resources, which contributes to a sustainable and dynamic cultural life. This involves providing opportunities for professional development, access to networks and support for project implementation. By strengthening the capacity of cultural actors to engage with marginalized communities, we ensure that the cultural program is not only inclusive but also enriched by the diverse talents and perspectives within Uppsala.

#### A long-term commitment to inclusion

Creating opportunities for marginalized and disadvantaged groups is not a one-time effort but an ongoing commitment that requires continuous attention and adaptation. We understand that Uppsala is constantly evolving, and there is always a risk that certain groups may “disappear” from the spotlight. Therefore, our approach must be flexible and vigilant, always seeking to include those who might otherwise be overlooked. This requires a long-term commitment that goes beyond the scope of Uppsala 2029 and continues to be a priority long after the ECoC year has passed. It is a responsibility that demands continuous dialogue, reflection and learning.

#### A community-driven vision for a sustainable and inclusive cultural city

We are aware that this is a collective endeavor. It requires continuous engagement with civil society, cultural creators and the diverse communities of Uppsala. We must be willing to learn from others and incorporate new perspectives. Our mission to foster inclusion and participation is not limited to the years leading up to 2029 but is part of a broader, long-term commitment that extends beyond the ECoC initiative. Uppsala is constantly changing and we must be vigilant to ensure that no group is left out of the conversation or loses its place in the cultural landscape.

We aim to foster a dynamic and inclusive cultural landscape for generations to come—one that truly reflects the diversity and aspirations of all Uppsala’s residents and empowers them to be active participants in shaping the city’s future.

### 4.3

## EXPLAIN YOUR OVERALL STRATEGY FOR AUDIENCE DEVELOPMENT, AND IN PARTICULAR THE LINK WITH EDUCATION AND THE PARTICIPATION OF SCHOOLS.

Our strategy for audience development is centered around the innovative Audience Lab and the application of the ACED method (Audience Centered Experience Design). The Audience Lab serves as an experimental environment where we explore and develop new methods and strategies to engage and broaden our audience. By using the ACED method, we aim to create cultural experiences that are responsive to the needs and behaviors of our audience and are tailored to fit Uppsala's unique context.

We recognize that building a comprehensive and inclusive audience development strategy requires a continuous and adaptable approach. We have taken on board the feedback we received and have chosen to proactively explore this through the creation of the Audience Lab. This initiative allows us to test and refine our strategies, ensuring that we are meeting the diverse needs of Uppsala's residents. Additionally, we are committed to establishing a Resource Center for Intercultural Collaboration, dedicated to these critical issues. We have also developed a multifaceted strategy that links culture with education, emphasizing collaboration with schools, folk high schools in our region and universities.

#### Audience Lab and ACED method: a dynamic approach to audience development

The Audience Lab is part of our audience development strategy, providing a platform for experimentation and innovation in engaging diverse audiences.

Starting in autumn 2024, we will launch capacity-building workshops focused on audience development and community engagement on a small scale, involving representatives from municipal administrations, municipal companies and external cultural actors, as well as the cultural department in Knivsta Municipality. Our intention is to scale up this testing phase from 2025 onwards. The goal is to develop a customized model for Uppsala that not only reaches new audiences but also deepens existing audience relationships and fosters long-term engagement.

Through the Audience Lab, we aim to build bridges between cultural institutions, schools and civil society, thereby strengthening the connection between culture, education, and community development. This initiative is a central part of our audience development strategy, which includes the following key components:

- **Decentralization of cultural activities:** We aim to ensure that cultural activities are available throughout the city, not just in central areas. Projects like Crosscurrents: De-central Stations will create cultural hubs in underrepresented areas, allowing residents to participate in and influence the cultural offerings.
- **Target group adaptation and accessibility:** We actively work to adapt our cultural programs to meet the needs and circumstances of different target groups, including children

and youth, the elderly, people with disabilities, and socio-economically disadvantaged groups.

- **Long-term sustainability:** Our initiatives are anchored in the municipality's overarching goals and budget agreements, ensuring that these projects will continue to benefit the community even after the ECoC year.
- **Resource Center for Intercultural Collaboration (RCIC):** To further support our commitment to audience development and cultural inclusion, we will establish a Resource Center for Intercultural Collaboration in close cooperation with Uppsala University and Region Uppsala. The center will serve as a platform for capacity building, networking, and knowledge exchange among various cultural actors, both locally and internationally.
- **Training and seminars:** The RCIC will offer training and seminars focused on intercultural communication, audience development, and community engagement. This will provide cultural actors and school staff with the tools they need to create inclusive cultural programs that appeal to a broad and diverse audience.
- **Project support and mentorship programs:** The center will also offer support to local artists and cultural organizations looking to develop projects with an intercultural dimension. Through mentorship programs and advisory services, we aim to foster new initiatives that can contribute to a richer and more diverse cultural life.

#### Strengthening the link between culture and education

A central part of our strategy is to strengthen the link between culture and education. By involving schools and educational institutions, we can reach children and young people in a structured and sustainable way, ensuring that every child and young person in Uppsala has the opportunity to experience and create culture as part of their upbringing.

- **Collaboration between schools and the Uppsala school of the arts:** The Uppsala school of the arts offers education in music, theater, art and dance for all children in Uppsala, regardless of background. We plan to expand this collaboration by developing new programs and activities in partnership with schools, with a special focus on reaching socio-economically disadvantaged areas where participation has traditionally been low.

- **Culture in schools:** We will integrate cultural experiences into the school day by introducing cultural programs directly in schools. This could include school tours, workshops and theme weeks tailored to the school curriculum. By providing students with the opportunity to experience art and culture in the school environment, we aim to increase their cultural competence and interest.
- **Projects “KIDS!” and Erasmus+:** Through the Crosscurrent: *KIDS!* project and the Uppsala school of the art’s involvement in Erasmus+, we will strengthen international exchange and enable young people to participate in cultural activities both locally and on a European level. This promotes a European identity and understanding of the role of culture in society.
- **Swedish folk high schools and universities:** We will engage with folk high schools and universities in the region to broaden the scope and include adult educational collaboration. This includes creating partnerships for research, cultural events and educational programs that link cultural activities with academic study and community engagement.

#### **Building sustainable partnerships with schools and cultural institutions**

We will build long-term and inclusive partnerships between schools, the Uppsala school of the arts, cultural institutions, and the independent cultural sector, with aim to create a cultural environment where children and young people can explore and develop their creative talents.

- **Development of joint projects:** We will develop joint projects that connect education and culture, such as school tours, art exhibitions, and theater productions where children and young people are co-creators. These projects aim to create a deeper understanding of culture and art and provide young people with the opportunity to express themselves through various artistic forms.
- **Creative School (Skapande skola):** Through the national Creative School program, we will continue to support and fund cultural projects in schools that promote the cultural and creative development of children and youth. We will particularly focus on involving schools in socio-economically disadvantaged areas to increase their participation.

#### **Capacity building for staff and cultural actors**

We will conduct training and professional development for the staff and actors involved in audience development. This includes:

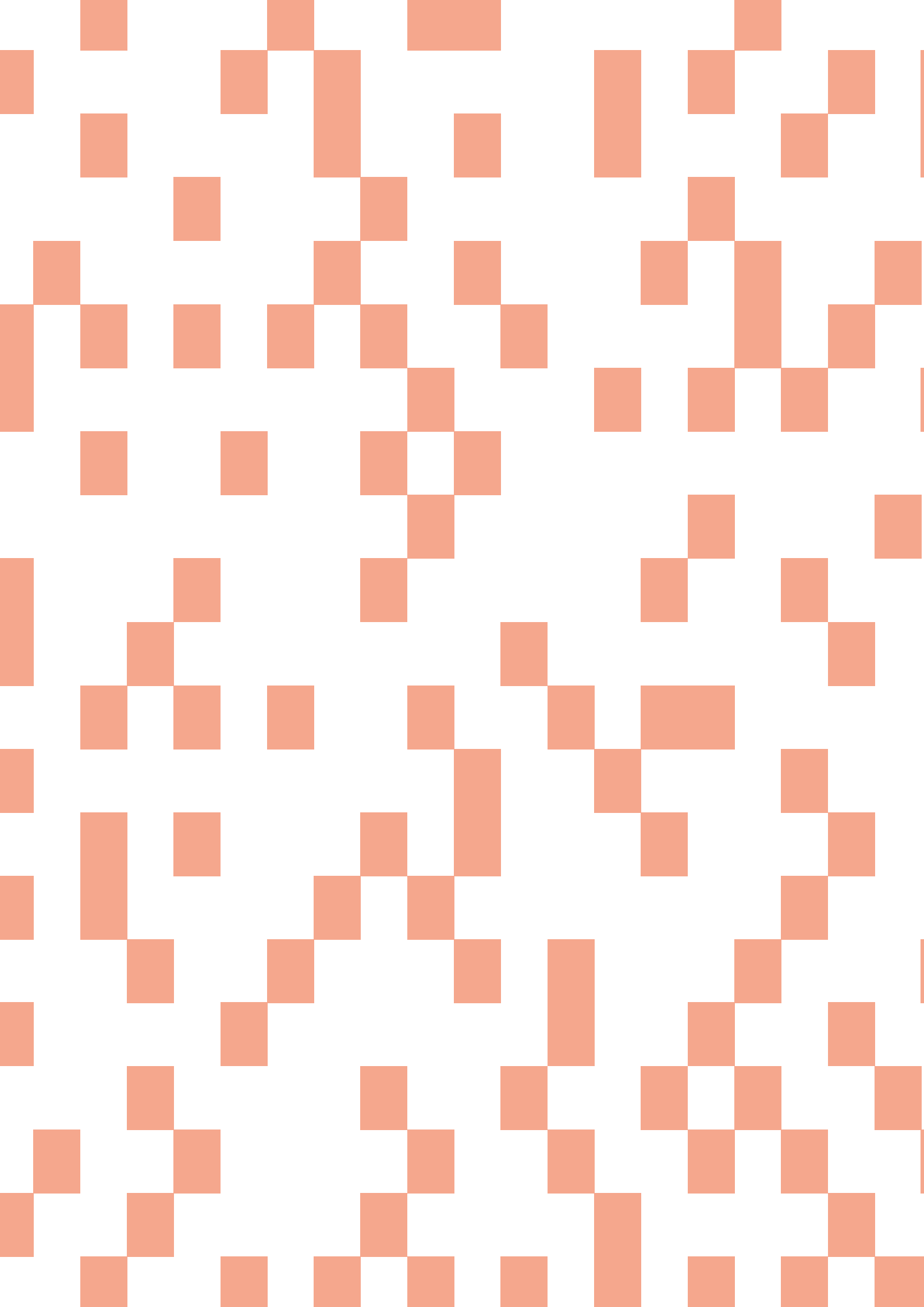
- **Training in audience development and engagement:** We will organize workshops and training sessions focused on methods and strategies for reaching new audiences and engaging them in cultural life. This includes training in the ACED method, which we will adapt to Uppsala’s unique context.
- **Mentorship programs and knowledge exchange:** We will establish mentorship programs where experienced cultural actors from other European cities, including former ECoCs, share their experiences and knowledge with local actors. This helps raise competence levels and strengthen the network within Uppsala’s cultural life.

#### **Continuous evaluation and adaptation**

We will implement a system for continuous evaluation, which includes:

- **Audience surveys and focus groups:** Through regular audience surveys and focus groups, we will collect data on audience needs and preferences. This information will be used to adapt and develop our programs to better meet the audience’s expectations.
- **Development of data-driven programs:** We will analyze the collected data to identify which initiatives are most successful and which areas need improvement. This allows us to target our efforts more effectively and continuously improve our audience strategies.







# 5. MANAGEMENT

**Uppsala's bid for European Capital of Culture 2029 represents both exciting opportunities and significant challenges. By establishing a dedicated project organization, a strong administrative structure supported by a presidium, a steering group and a virtual organization, Uppsala ensures an effective, dynamic and sustainable framework for implementing and maximizing the impact of the ECoC year 2029.**

Uppsala's ECoC bid is rooted in the transformative potential of culture and creativity. It has strong political backing from the municipality, region, local institutions and the cultural sector as well as a stable, realistic financial structure.

We aim to create an innovative and socially, economically and ecologically sustainable ECoC making Uppsala residents proud of their city, their municipality, and what we can achieve together.

## 5A.1

Uppsala Municipality's cultural budget has continuously invested in and supported its cultural sector over the past five years. The stable financial investments have provided good conditions for creating a dynamic cultural environment that will play a central role during the ECoC year.

### 5A.1.1 WHAT HAS BEEN THE ANNUAL BUDGET FOR CULTURE IN THE CITY OVER THE LAST 5 YEARS?

#### Continued increase in the cultural budget

Between 2019 and 2024, Uppsala Municipality's annual cultural budget has steadily increased by an average of over 7% per year. This is a sign of the municipality's long-term commitment to strengthening culture and ensuring that the cultural sector has the resources needed to grow and develop in preparation for the upcoming ECoC year.

**2019:** The starting point for this period shows a budget of €40,6 million, which provided a stable foundation to support a wide range of cultural activities and initiatives.

**2024:** The current budget stands at €54,13 million, marking an increase of approximately 33% over the five-year period.

#### A stable share of the total budget

Uppsala Municipality has ensured that the cultural budget remains stable at 3.7% to 3.8% of the city's total expenditures. This is an important indicator that cultural priorities are maintained and strengthened even as the city's needs in other sectors, such as infrastructure and education grow.

#### Long-term funding as preparation for the ECoC 2029:

The city's deliberate investments in culture provide good conditions for a successful implementation of the ECoC year. By demonstrating a continuous budget increase over an extended period, Uppsala Municipality proves that it has the financial stability and experience to manage and execute such a large international project.

Specifically, these investments have enabled:

- Improved cultural infrastructure:** Renovations and modernizations of key cultural buildings, such as Uppsala Concert & Congress (UKK), the City Theatre (Stadsteatern), and various cultural centers in the municipality.
- Support for cultural institutions:** By supporting established cultural institutions such as Uppsala Art Museum, the City Library (Stadsbiblioteket), and the School of Culture (Kulturskolan), the city has ensured that these actors are well-prepared to play a central role during the ECoC year.
- Public art initiatives and festivals:** The city has actively supported festivals and public art projects that have helped position Uppsala as a cultural hub. These initiatives will play an important role in the cultural infrastructure in 2029
- Social engagement in culture**

One of the most important aspects of Uppsala Municipality's cultural budget is its breadth of engagement to promote participation in culture at all levels.

With specific investments in:

  - Project support for independent cultural actors:** Through open calls and support for smaller cultural actors, the city has ensured a diverse cultural offering. This includes festivals, theater groups, youth activities and initiatives from immigrant associations.
  - Scholarships and grants for artistic development:** Annual scholarships and grants have supported artists and groups in developing new artistic projects, promoting both innovation and tradition within Uppsala's cultural life.
- External owner contributions**

The annual owner contributions included in the budget, ranging from €9,3 to €10,9 million per year, are important for understanding how Uppsala receives support from external actors. These contributions reflect a broad collaboration with both national and international organizations.

The exchange rate used for all amounts is  
1,0 Swedish crown = 0,088 Euro (per 2024-08-31)

Year	Annual budget for culture in the city (in euros)*	Annual budget in the city (in % of the total annual budget for the city)
n-5 2019	MEUR 40,4 (MSEK 459,3)	3,7%
n-4 2020	MEUR 42,3 (MSEK 480,4)	3,7%
n-3 2021	MEUR 43,4 (MSEK 493,1)	3,7%
n-2 2022	MEUR 46,3 (MSEK 526,4)	3,7%
n1 2023	MEUR 49,3 (MSEK 560,5)	3,8%
Current 2024	MEUR 53,9 (MSEK 612,1)	3,8%

\*Owner contributions of MEUR 9,3 to 10,9 per year are included in the statement

## 5A 1.2 IN CASE THE CITY IS PLANNING TO USE FUNDS FROM ITS ANNUAL BUDGET FOR CULTURE TO FINANCE THE EUROPEAN CAPITAL OF CULTURE PROJECT, PLEASE INDICATE THIS AMOUNT FROM THE YEAR OF SUBMISSION OF THE BID UNTIL THE EUROPEAN CAPITAL OF CULTURE YEAR.

Funds from the city's annual cultural budget will be used to finance the ECoC project, thus ensuring that the ECoC project is embedded throughout the municipality's regular financial planning processes.

The City council's *Budget and Objectives* document serves as the overarching guiding document for Uppsala Municipality's departments and municipal companies. The purpose of developing the budget and objectives is to enable departments and municipal companies to plan their activities based on the priorities set by the City Council.

The document outlines four overarching focus objectives set by the City Council. These objectives are long-term and aim to create a unified direction and drive change across the entire organization. The focus objectives are reinforced by time-limited assignments that may apply to the entire municipal group or to specific departments and municipal companies.

*The Budget and Objectives* are set for a three-year period, revised annually, and monitored three times a year.

In the The City Councils *Budget and Objectives for 2025-2027*, the ECoC 2029 is integrated into all focus objectives. This is reflected in how departments and municipal companies draft their operational and business plans, ensuring that the ECoC year influences the entire organization. Each department has a tax-funded base budget, which will be prioritized with the ECoC year in mind.

For example, the Culture Committee, with a base budget of approximately €45 million in 2025, will direct a percentage of its resources towards ECoC-related projects. Municipal companies, such as Destination Uppsala AB, Uppsala City Theatre AB, and Uppsala Concert and Congress Hall AB, will also adjust their budgets to reflect ECoC goals. Additionally, a targeted investment of €6,9 million has been allocated over the years 2022–2031 to further support the ECoC initiative.

## 5A.1.3 WHICH AMOUNT OF THE OVERALL ANNUAL BUDGET DOES THE CITY INTEND TO SPEND FOR CULTURE AFTER THE EUROPEAN CAPITAL OF CULTURE YEAR (IN EUROS AND IN % OF THE OVERALL ANNUAL BUDGET)?

As is the case in Sweden, Uppsala Municipality's budgets are determined annually through a democratically driven process. It is therefore not possible to precisely define the cultural budget for 2030 and beyond at this time.

However, we can provide an informed estimate based on current trends and historical budget data. Between 2019 and 2024, Uppsala's cultural budget grew by an average of 7% per year, now constituting approximately 3.7% to 3.8% of the municipality's total budget. This reflects a stable and significant investment in culture over time.

Our objective is to maintain, and even increase, the cultural budget after the ECoC year. While this depends on future political decisions and economic conditions, we believe that a successful ECoC project will further elevate culture's role within city planning and lead to continued or increased investments.

### Contributing factors to cultural investment post-2029:

- **Long-term cultural strategy:** Uppsala's long-term development strategy, as outlined in *The City Council's Budget and Objectives 2025-2027*, highlights the municipality's commitment to social, economic and environmental sustainability, in which culture is a vital component. This framework, aligned with the city's commitment to Agenda 2030, demonstrates the integration of culture into Uppsala's future development goals.

- **Impact of the ECoC year:** The investments made leading up to and during the ECoC year will continue to bear fruit long after 2029, as they will have reinforced the cultural infrastructure and international cultural collaborations in Uppsala. Uppsala's strategic positioning as a cultural and innovative city is expected to continue attracting national and international resources, thus potentially increasing the cultural budget even beyond 2029.
- **Cross-sectoral collaboration:** As stated in our previous response (5A.1.2), the ECoC will be financed through budget re-prioritization and external sources. However, these collaborations—across municipal departments, cultural institutions, and the private sector—will continue beyond 2029, with the potential to further support cultural initiatives and funding.
- **Historical precedent and trend:** Past experience shows that municipalities that have successfully hosted the ECoC often witness long-term increases in cultural funding, driven by the enhanced visibility of cultural projects, tourism, and an established network of public-private partnerships.

## 5A.1 OPERATING BUDGET FOR TITLE YEAR

### 5A.2.1 PLEASE EXPLAIN THE OVERALL OPERATING BUDGET. THE BUDGET SHALL COVER THE PREPARATION PHASE, THE YEAR OF THE TITLE, THE EVALUATION AND PROVISIONS FOR THE LEGACY ACTIVITIES.

The total operational budget for Uppsala's ECoC 2029 is set at €26,6 million. It is designed to cover all aspects of the project, including the preparation phase, the year of the title, as well as evaluation.

The budget is integrated into Uppsala's long-term cultural and economic planning, aligning with the *City Council's Budget and Objectives* to ensure a sustainable and impactful cultural development.

#### **Cost distribution:**

Program costs: A substantial portion of the budget is allocated to program costs, which include Crosscurrents projects such as the Resource Center for Intercultural Collaboration, Under Construction, De-Central Stations, and Kids!, along with over 20 additional cultural projects outlined in our bid. Each of these flagship initiatives is allocated €1,3 million, reflecting their central role in the ECoC program.

In addition, the five Crossroads projects, each with a budget of €1,3 million, are designed to create thematic and geographic connections within and beyond Uppsala, serving as platforms for intercultural dialogue and collaboration. Opening and closing ceremonies, which are vital milestones of the ECoC year, have been allocated €0,7 million, ensuring these events resonate both locally and internationally.

Moreover, we have strategically decided that approximately 10-15% of the program budget, totaling €0,3 million, will remain flexible, not locked into specific projects at this early stage. This allocation will be dedicated to open calls and targeted calls specifically for the Crossroads projects, allowing us the necessary space to dynamically respond to emerging opportunities, support innovative cultural expressions and address community needs throughout the ECoC year.

This flexibility in the program budget underscores our commitment to inclusivity, adaptability, and the continuous evolution of our cultural landscape, ensuring that the program remains vibrant and relevant to both local and European audiences.

#### **Marketing and communication:**

A significant budget share is reserved for marketing and communication efforts. These funds will be used for broad-reaching campaigns, digital marketing, media partnerships and international outreach to promote the events and engage diverse audiences.

#### **Personnel and administration:**

Resources have been allocated for personnel and administrative costs to effectively manage the extensive program of events and activities. This includes project management, administrative support and essential services necessary for the coordination and oversight of the ECoC year. By leveraging existing resources within Uppsala Municipality and our partners, we ensure efficient use of funds and effective management of the project.

#### **Funding sources**

The operational budget is supported by a diversified funding strategy, which includes contributions from Uppsala municipality, national and European grants, private sponsorships and revenues from ticket sales and merchandise. This multi-faceted approach ensures a robust financial foundation for the ECoC year, while also demonstrating broad support from various sectors.

#### **Municipal funding:**

Uppsala Municipality has committed to integrating ECoC 2029 into its financial planning, contributing through its annual cultural budget as well as a targeted investment of €6,9 million over the period 2022–2031 (5A 1.2). This strategic alignment ensures that the ECoC year is not an isolated initiative but part of the city's overarching vision for cultural growth and development.

#### **External contributions:**

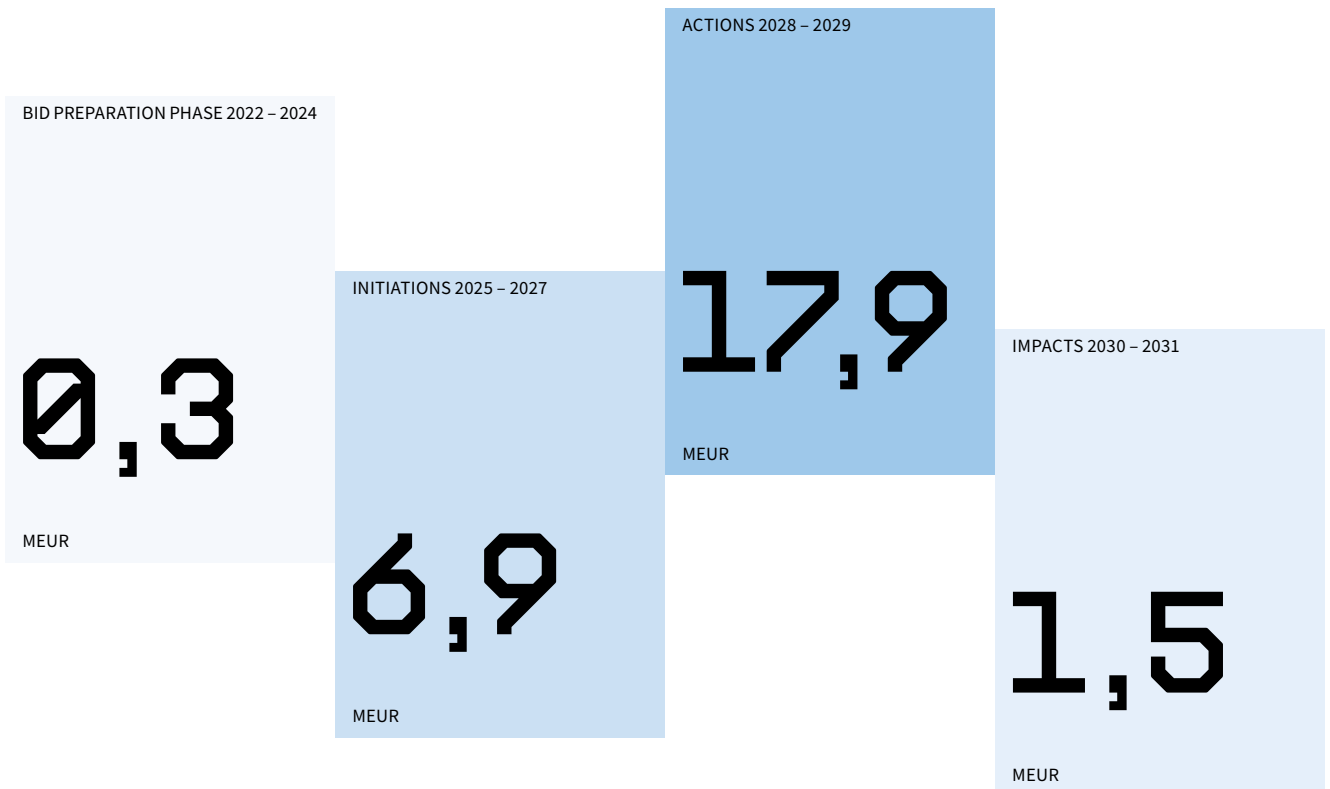
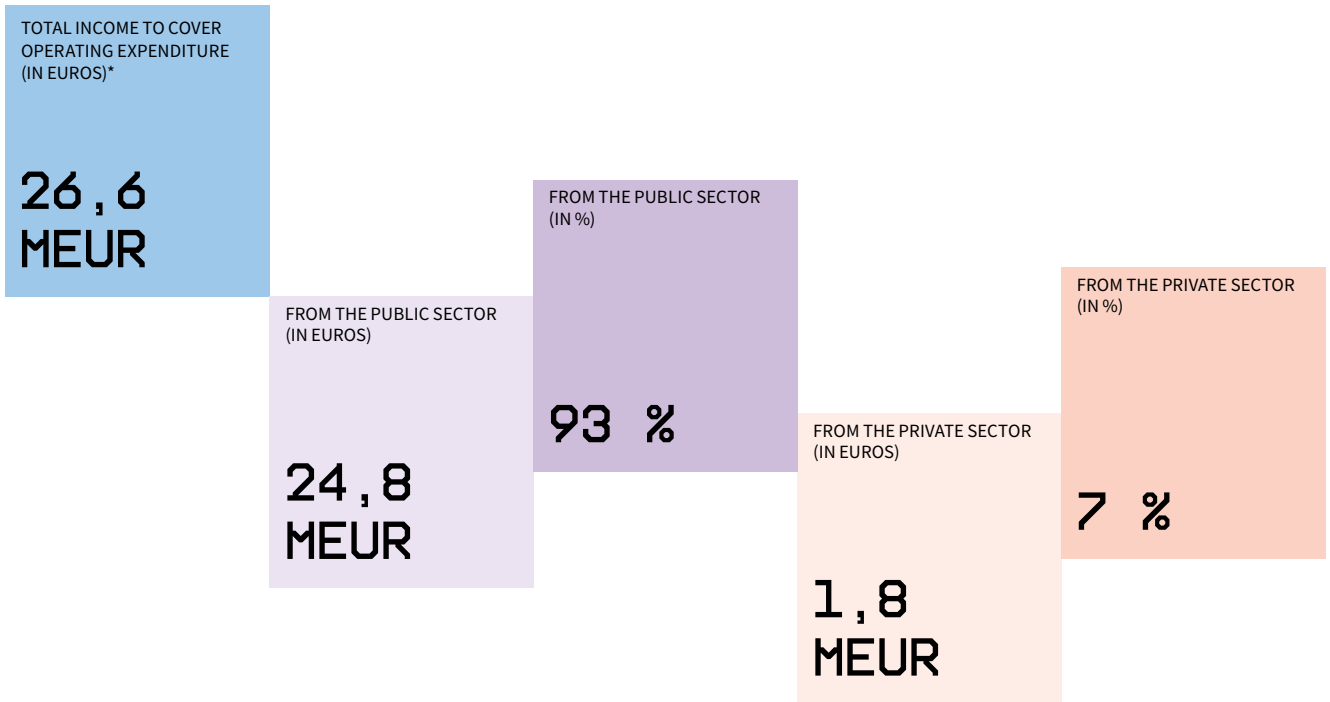
Securing external funding is a challenging task, but we are committed to actively pursuing it. Uppsala has a strong tradition of collaboration with the private sector and we are dedicated to fostering deeper and more meaningful partnerships with businesses and other stakeholders, as presented in (5A 2.4). This approach includes matching businesses with cultural projects that align with their values, ensuring long-term engagement and impactful contributions.

#### **Budget monitoring and control**

Monitoring mechanisms: We have established comprehensive systems for budget monitoring and control to ensure financial discipline and transparency throughout the ECoC year. Regular reporting and audits will be conducted, with a dedicated team within Uppsala Municipality overseeing financial management in collaboration with external auditors.

#### **Transparency and reporting:**

Transparency is a cornerstone of our financial strategy. Regular financial reports will be shared with key stakeholders, including the City Council and external partners, to provide updates on budget allocation and spending. This open approach will allow us to adapt and respond to any financial challenges that may arise.



**5A 2.2****WHAT IS THE BREAKDOWN OF THE INCOME TO BE RECEIVED FROM THE PUBLIC SECTOR TO COVER OPERATING EXPENDITURE? PLEASE FILL IN THE TABLE BELOW:**

Income from the public sector to cover operating expenditure	From the public sector (in MEUR)	From the public sector (in %)
National Government	7,1	29%
City	6,9	28%
Region	3,6	15%
EU (with exception of the Melina Mercouiri	5,4	22%
Other Municipalities	1,8	7%
	24,8	100%

The estimated total cost for implementing Uppsala as the ECoC 2029 is approximately €27 million, of which the absolute majority is financed by the public sector.

The budget represents a well-balanced combination of local, regional, national, and European public funding aimed at building a sustainable financial foundation for the project.

Uppsala Municipality has committed €6.9 million over the period 2022–2031. While this amount may seem modest in the context of the total budget, it is important to recognize that for Uppsala, this is a significant investment in the project. These funds are carefully integrated into the city's regular cultural budget, reflecting the municipality's strong commitment to supporting the ECoC initiative. This allocation is part of Uppsala's broader strategy to strengthen the city's cultural infrastructure and community engagement, demonstrating the municipality's dedication to the long-term success and sustainability of the project.

Region Uppsala has secured a contribution of €3.6 million for the years 2025–2029. This funding is intended to support regional cultural projects and infrastructure enhancements, ensuring that the benefits of the ECoC year resonate throughout the county. The collaboration with Region Uppsala underscores the importance of a united effort to maximize the project's impact and to ensure that cultural development benefits the entire region.

The other municipalities in Uppsala County are also involved in this initiative. Together, they will contribute through various projects and participate in efforts to secure external funding to support the activities during the ECoC year. It is estimated that their collective contributions will amount to approximately €1.8 million. This commitment highlights the shared ambition to extend the positive impact of the ECoC across the entire county, ensuring that cultural development reaches all parts of the region.

The proposed national funding of €7,1 million is a cornerstone for the project's success. According to the Swedish Arts Council's proposal to the government for the 2025 Budget Bill, €7,5 million is designated directly for the selected city, while €2,2 million is intended to support regional development and independent cultural initiatives.

However, the signals we have received indicate that we cannot expect state funding for 2025-2026, and we cannot rely on the full amount proposed by the Arts Council to the Ministry of Culture. We have received verbal confirmation that we can anticipate the state to match a similar amount to what Uppsala Municipality has committed to the project, approximately €7,1 million. Consequently, we have included this sum in the project's budget for the period 2027-2029.

The support from the Swedish government remains vital not only as a financial contribution but also as a recognition of the project's national significance. Securing this funding is essential to further elevate the scope and reach of the ECoC year in 2029, and we are actively working to ensure this support is realized.

We anticipate receiving approximately €5,4 million from various EU funding sources, including Creative Europe, EIT Culture & Creativity, and the New European Bauhaus. Our strategy for securing these funds is built on leveraging Uppsala's existing strengths and creating new initiatives that align with European priorities such as sustainability, innovation, and social inclusion. The Resource Center for Intercultural Cooperation will play a central role in this effort, enhancing our capacity to navigate the complex landscape of EU funding opportunities.

By partnering with national and international experts, we aim to ensure that Uppsala can successfully attract and manage these funds, enabling us to implement projects that extend well beyond 2029.

We are also working towards securing an additional €1,8 million through partnerships and collaborations with the private sector. Engaging the business community is not only about financial support but also about building a network of partners who are invested in the city's cultural and economic development. This approach will provide valuable opportunities for knowledge exchange and innovation, strengthening the project's impact and sustainability.

We remain steadfast in our resolve to secure the necessary external funding, not only for the project's success but to fully embrace the opportunity to expand our horizons, engage in meaningful collaborations and address the challenges ahead with creativity and resilience.

## 5A.2.3 HAVE THE PUBLIC AUTHORITIES (CITY, REGION, STATE) ALREADY VOTED ON OR MADE FINANCIAL COMMITMENTS TO COVER OPERATING EXPENDITURE?

This overview presents key decisions and financial commitments made by Uppsala Municipality, the Swedish Arts Council, the Ministry of Culture, and Region Uppsala in support of Uppsala's bid to become the ECoC 2029. It outlines the progress made to date and anticipates future steps necessary to secure successful planning and funding for this major cultural initiative.

There is a strong consensus among Uppsala Municipality, Region Uppsala, the municipalities in the county, and Uppsala University to support this project, both with dedicated funds and in the case of Uppsala University, with substantial resources and expertise that, while not specifically earmarked for ECoC, will be directed towards the project. Regarding state contributions, we are awaiting further information, but at the time of writing, there is no clear decision on state funding.

- **Uppsala Municipality:** Has decided to apply and has committed to funding of €6,9 million from 2022-2031.
- **Swedish Arts Council:** In the Swedish Arts Council's proposal to the Swedish government for the 2025 Budget Bill, it is stated that €9,7 million should be allocated for state efforts, with €7,5 million directed towards the selected city and €2,2 million earmarked for regional development and support for the independent cultural sector.
- **Ministry of Culture:** The signals we are receiving from the Swedish Arts Council indicate that we cannot expect state

funding in 2025-2026. We cannot rely on the amount proposed to the Ministry of Culture by the Arts Council. We have received verbal confirmation that we can expect the state to match a similar amount as Uppsala Municipality has decided to invest in the project, approximately €7,1 million. Therefore, we are calculating this sum in the project's budget for the period 2027-2029.

- **Region Uppsala:** There is a letter of intent between Region Uppsala and Uppsala Municipality written 2023. Region Uppsala has intention to contribute with €3,6 million between 2025 and 2029.

### Uppsala Municipality's decision

The City Executive Committee in Uppsala has already made several important decisions regarding the application to become the ECoC 2029. On September 25, 2023, the City Executive Committee decided that Uppsala should apply to become the ECoC and approved the main direction for the application, which was submitted to the Swedish Arts Council on January 2, 2024.

## 5A.2.4 WHAT IS THE FUND-RAISING STRATEGY TO SEEK SUPPORT FROM PRIVATE SPONSORS? WHAT IS THE PLAN FOR INVOLVING SPONSORS IN THE EVENT?

This strategy is not solely focused on securing financial contributions. Uppsala is entering an exciting phase where partnerships with the private sector must be redefined. We recognize that knowledge, expertise, and resources are as critical as funding in shaping Uppsala's journey to becoming the ECoC. Therefore, this strategy emphasizes the importance of creating deep, integrated partnerships with private sponsors, where businesses not only contribute financially but also play a key role in co-developing cultural projects.

### A revised approach to private sector collaboration

Uppsala has a strong history of collaboration with the private sector moving forward, we aim to foster more meaningful and long-term partnerships. Companies will not simply be donors; they will actively contribute to the cultural and societal vision of ECoC 2029. This includes leveraging their expertise, networks, and innovative approaches to support the cultural, environmental and economic goals of the event.

### Matching businesses with cultural initiatives

A central aspect of the strategy is to match businesses with cultural projects that align with their corporate goals and values. This tailored approach encourages long-term involvement and ensures that sponsors are engaged in a meaningful way.

Companies with a focus on sustainability, for example, will be connected to projects that explore environmental and climate-related themes, fostering synergies between their business goals and the cultural vision of Uppsala 2029.

Uppsala's established networks will be instrumental in driving the fundraising strategy forward, allowing private sponsors to engage in ways that reflect both their financial and non-financial contributions.

- **STUNS (Foundation for collaboration between universities, business, and society):** STUNS connects key players from academia, business, and the public sector, creating opportunities for businesses to contribute knowledge and resources to cultural projects.



- **Worldclass Uppsala (Världsklass Uppsala):** this network consists of around twenty of Uppsala’s leading organizations and companies with an aim to strengthening Uppsala’s brand and societal well-being. It provides a platform for private businesses to support projects that foster optimism, community and cultural pride.
- **Health Summit Uppsala:** As a key platform for global health and innovation, this network attracts businesses interested in health-related themes. Their involvement will enrich the cultural program with projects that intersect health, innovation and culture.
- **Uppsala City Cooperation Network:** This collaboration between property owners, retailers and private entities will help attract investment in Uppsala’s urban and cultural infrastructure, ensuring the city is equipped for major cultural events like ECoC 2029.
- **The Climate Protocol (Klimatprotokollet):** As a collaborative platform between public and private sectors focused on climate action. Klimatprotokollet will play a critical role in engaging sponsors who are committed to sustainability. Busi-

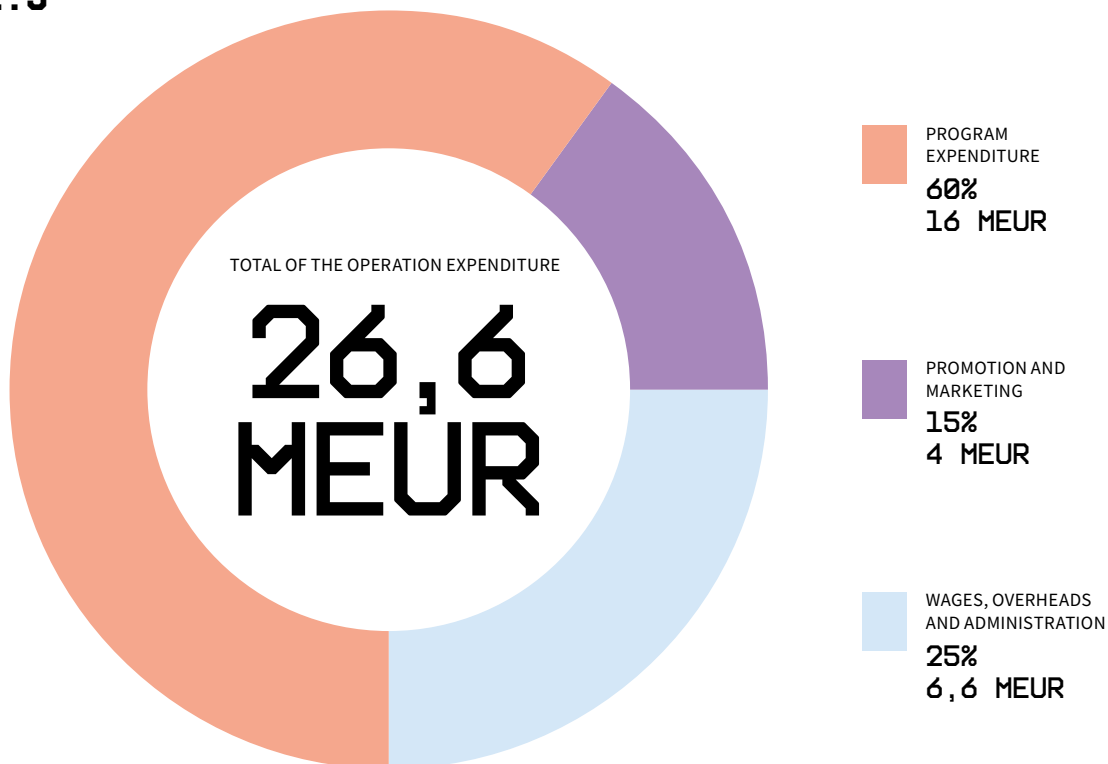
nesses involved in Klimatprotokollet will be invited to contribute not only financially but also by sharing their expertise in climate innovation and sustainability practices, aligning their contributions with the cultural program’s environmental themes.

**Involving sponsors in events**

Sponsors will be invited to take an active role in shaping and executing the events and initiatives tied to our *Between the Lines* Cultural program. This involvement will go beyond financial contributions. Companies will be engaged through branding opportunities, partnerships in key cultural projects, and hands-on participation in the planning and execution of events. This allows businesses to demonstrate their expertise and values while playing a visible role in Uppsala’s cultural development.

By aligning sponsor involvement with specific cultural, environmental, and societal goals, Uppsala ensures that private contributions—whether financial or in-kind—will have a lasting impact. Companies will benefit from increased visibility and engagement, while Uppsala leverages their expertise to enrich the cultural experience for both residents and visitors.

**5A.2.5**



## 5A.3 INCOME AND FUNDING

### 5A.3.1 WHAT IS THE BREAKDOWN OF THE INCOME TO BE RECEIVED FROM THE PUBLIC SECTOR TO COVER CAPITAL EXPENDITURE IN CONNECTION WITH THE TITLE YEAR?

To finance the capital expenditures for Uppsala ECoC 2029, Uppsala Municipality and Region Uppsala have allocated substantial funds across several key projects related to both cultural infrastructure and urban development. These investments ensure that the city has the capacity to host the major events and activities planned during the ECoC year while also contributing to the long-term improvement of Uppsala's cultural infrastructure.

The distribution of public sector income is spread across multiple projects aimed at creating a sustainable and functional urban environment.

One of the most significant projects is Green Line, an urban greening project for climate adaption, which runs from 2024 to 2028 with a total investment of €1,5 million, with Uppsala Municipality contributing part of the cost and private partners, such as the real estate company Vasakronan, funding the remaining amount.

Another major project is the refurbishment of Fyristorg (a square in central Uppsala), planned between 2025 and 2027, with an investment of €2,3 million. This project will contribute to improving accessibility and to enhance the urban environment in the city center.

The KAP (Kommunens Allmänna Planering/The overall municipal planning) project, which runs from 2022 to 2028, represents an investment of €3,0 million. This project includes broad urban development initiatives covering infrastructure and services, aimed at enhancing Uppsala's cultural and social capacity in preparation for the title year.

Slottsparken (a public park by Uppsala castle), set to undergo renovation from 2022 to 2027, has a total budget of €2,8 million. The aim is to create a cultural meeting space where nature and culture intersect. The park will be one of the key venues for outdoor events during 2029.

**1% Rule for Public Art:** Uppsala Municipality's commitment to the 1% rule for public art represents a significant investment in the cultural and aesthetic development of the city. This rule mandates that 1% of the total budget for all new construction and renovation projects is allocated to public art. This policy ensures a continuous and strategic investment in enhancing the urban environment, fostering greater integration of art into everyday life for Uppsala's residents and visitors.

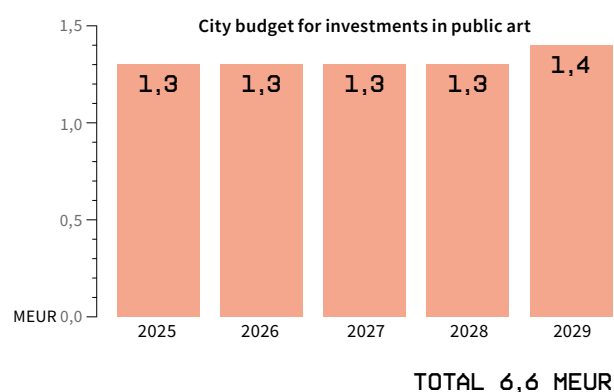
The impact of the 1% rule is felt throughout the entire municipality. It involves not only financial investments but also active engagement with the community through citizen dialogues, ensuring that public art projects reflect the diverse perspectives and needs of the people who live and work in Uppsala. This participatory approach helps create a sense of ownership

and belonging, making the city a more and inclusive place. In addition to this, Uppsala has, in collaboration with Tyréns – a technical consulting firm within urban development – developed a new award-winning tool that facilitates dialogue and collaboration between artists, urban planners, and the community. This tool, along with Tyréns' newly launched climate calculation tool, empowers artists to make climate-smart choices already in the sketching phase, without compromising their artistic freedom. This innovative approach positions Uppsala at the forefront of integrating sustainability into the creative process, demonstrating how art and environmental responsibility can go hand in hand.

The diversity of artistic expressions supported by this investment means that the whole city becomes a gallery, showcasing a wide range of public artworks that enrich the urban landscape. Public art will be integrated into various contexts, from parks and squares to schools and public buildings, reflecting the unique character of each area and making art accessible to everyone. This comprehensive approach to public art not only enhances the city's visual and cultural identity but also promotes social cohesion and sustainability. It positions Uppsala as a leader in using public art to foster community engagement and cultural innovation, contributing to a more dynamic and resilient urban environment.

The exact forecast for the investment in public art until 2030 is currently under review, but the municipality's commitment to this strategy remains strong. By embracing this vision, Uppsala continues to transform itself into a living gallery, where art, culture, and community are intertwined, creating a city that is both inspiring and inclusive for all its residents and visitors.

In summary, the allocation of public sector income demonstrates that both Uppsala Municipality and Region Uppsala are committed to covering the costs of investments in infrastructure and culture. These projects span everything from green spaces to urban development, ensuring comprehensive preparation for Uppsala 2029.



### 5A.3.2: HAVE THE PUBLIC FINANCE AUTHORITIES ALREADY VOTED ON OR MADE FINANCIAL COMMITMENTS TO COVER CAPITAL EXPENDITURE? IF NOT, WHEN WILL THEY DO SO?

To ensure that the necessary capital expenditures for Uppsala 2029 are covered, both Uppsala Municipality and Region Uppsala have already made several key decisions on funding. These commitments are crucial for implementing the planned projects on time and ensuring the necessary resources are in place before and during the title year.

One of the projects that has already received funding is Parksnäcckan, one of the city's main outdoor stages, which will be renovated for the title year. The investment amounts to €1,6 million, and the decision has already been made, ensuring that the venue will be ready to host large events during Uppsala 2029. Parksnäcckan will serve as a central cultural meeting point for both residents and international visitors during the title year.

At the regional level, Region Uppsala has decided to fund the art program within the framework of the tramway project. The region has allocated 1,5 MEUR to the art program, while Uppsala Municipality has contributed an additional 1,8 MEUR to ensure that art becomes an integral part of the new transport system. These decisions have already been formally made and will strengthen the city's artistic presence in public spaces.

Other projects that have already received financial commitments include the construction of Multihuset in Rosendal, with a total investment of 13,4 million. Multihuset will play a key role as a venue for cultural and social activities during Uppsala

2029. The decision on funding has already been approved, and the project is progressing according to plan, with an opening scheduled for 2024.

In addition to these decided projects, Uppsala Municipality is investigating further development of cultural venues. Gottsunda Kulturhus is a cultural center in one of Uppsala's most diverse neighborhoods, offering activities such as art exhibitions, performances, and workshops to promote community engagement and cultural exchange. Hospitalet, located in Ulleråker, serves as an important creative hub with workspaces for over 80 artists, designers, musicians and other creatives.

Ungdomens Hus is a dynamic youth center providing a safe space for young people to explore creative and social activities, including music, dance, and digital media. As well as these venues, there are plans for a large event arena and a major outdoor festival space. Currently, the municipality is also exploring how concerts can be accommodated at our football stadium, Studenternas IP, which is the home ground for Uppsala's pride, Sirius Fotboll and IK Uppsala.

While costs for these projects have not been set, Uppsala's leadership is unified in its vision of growing the city's cultural infrastructure on both large and small scales.

### 5A.3.4 IF APPROPRIATE, PLEASE INSERT A TABLE HERE THAT SPECIFIES WHICH AMOUNTS WILL BE SPENT FOR NEW CULTURAL INFRASTRUCTURE TO BE USED IN THE FRAMEWORK OF THE TITLE YEAR.

# 32 MEUR

**Capital expenditure budget (2025-2029)**

– Investments in cultural and recreational facilities, urban environment projects, and public art in accordance with the 1% guideline.

## 5A.3.3 WHAT IS YOUR FUND-RAISING STRATEGY TO SEEK FINANCIAL SUPPORT FROM UNION PROGRAMS/FUNDS TO COVER CAPITAL EXPENDITURE?

Uppsala's ECoC bid is rooted in the transformative potential of culture and creativity. In order to secure external financial support Uppsala needs to leverage existing competencies and create new structures and initiatives that can sustain and enhance our cultural ecosystem well beyond 2029.

### Fund-raising:

#### Resource center for intercultural cooperation.

This center will not only support actors and partners in navigating the complex landscape of funding opportunities but also increase awareness and competence in handling these matters constructively. Dedicated personnel will be hired by the project organization to identify, apply for and manage external funds. Additionally, staff at Region Uppsala and Uppsala University, who already possess relevant expertise, will collaborate to maximize funding opportunities. Currently, many funding opportunities are missed and to work creatively with sustainable transitions in a cross-sectoral manner, it is essential to enhance our awareness and skills. This will be achieved in partnership with national and international colleagues and partners.

### Key funding sources

#### 1. European union programs and funds:

- **European Regional Development Fund (ERDF):** Targeting projects that enhance sustainable urban development, Uppsala will seek ERDF funds to support infrastructural projects like sustainable food supply systems, the cultural program Uppsala Terroir and the Resource Center for Intercultural Cooperation.
- **Horizon Europe (Cluster 2 - Culture, Creativity, and Inclusive Society):** Leveraging Uppsala University's research excellence, we will apply for funding under Horizon Europe to support innovative projects within the New European Bauhaus initiative. This includes sustainable building practices and urban planning that integrate cultural and artistic dimensions. Projects that foster social innovation, cultural heritage preservation, and inclusive societies will be prioritized.
- **Creative Europe:** By promoting cross-border cultural collaborations, we will seek Creative Europe funding for projects that enhance cultural diversity and heritage conservation. The *Under-Construction* and *De-Central Stations* concepts, which aim to decentralize cultural activities and involve local communities, align well with this program.
- **European Social Fund (ESF):** To address social inclusion and employment in the cultural sector, we will utilize ESF to support training programs and workshops that enhance local capacities and foster inclusivity in cultural participation.

- **EIT Culture and Creativity:** Uppsala's prospective membership in EIT Culture and Creativity will provide access to a network of innovators and funding opportunities, enabling us to develop projects that integrate technology and creativity, fostering a cultural ecosystem.
- **Erasmus+:** Uppsala will seek Erasmus+ funding to facilitate student and staff exchanges, collaborative projects between universities and youth engagement initiatives.

### National and regional support:

- **Vinnova and Formas:** These state funded Swedish innovation agencies will be crucial in supporting projects that combine cultural innovation with sustainable development. Grants from these agencies will support the development of innovative environmentally sustainable cultural spaces and initiatives.
- **Uppsala University and Swedish University of Agricultural Sciences (SLU):** As key stakeholders, these institutions will contribute through co-funding and providing expertise. Collaborative projects will focus on sustainability, cultural heritage, and innovation, aligning with both university research agendas and EU funding priorities.

### Green funds and sustainable investments:

- **European Green Deal:** Projects that promote environmental sustainability, such as green urban spaces and eco-friendly transport, will seek funding under the European Green Deal. These initiatives will be led by the Uppsala Municipality in collaboration with relevant local and regional partners. The municipality will oversee the application process, ensuring that projects align with both local sustainability goals and the broader objectives of the European Green Deal.
- **Green Bonds:** Issuing green bonds will attract investments aimed at financing environmentally sustainable projects. This approach will be managed by the Uppsala Municipality, which will coordinate with financial institutions to structure and issue the bonds. The funds raised will be used to develop Uppsala's green infrastructure and public spaces, supporting the city's commitment to environmental sustainability.

### Implementation plan

#### 1. Establishing a dedicated EU funding office:

- **2025:** Hire experts in EU funding and external financing to create a dedicated office within Uppsala Municipality. This office will coordinate all efforts related to securing and managing EU funds, ensuring a strategic and streamlined approach.

#### 2. Launching the Resource Center for Intercultural Cooperation:

- **2025 and onwards:** The RCIC will be a central hub for capacity-building, international collaboration, and audience engagement. It will organize seminars and workshops with local and international mentors, enhancing the competencies of the entire cultural sector in Uppsala.

#### 3. Developing comprehensive training programs:

- **2025-2029:** Implement training programs aimed at increasing knowledge and skills related to EU funding opportunities. These programs will be targeted at local institutions, artists, and cultural workers to ensure they can effectively participate in and benefit from EU-funded projects.

#### 4. Strategic partnerships and networking:

- **Ongoing:** Strengthen partnerships with local, national, and international stakeholders, including Uppsala University, SLU, Vinnova, Formas, and EIT Culture and Creativity. These partnerships will enhance our ability to secure co-funding and expertise, fostering a robust network for collaborative projects.

#### 5. Monitoring and evaluation:

- **2025-2029:** Establish a monitoring and evaluation framework to assess the impact of funded projects and initiatives.

### Integration of key concepts and initiatives

- **Resource Center for Intercultural Cooperation:** This center will serve as a hub for capacity-building, international collaboration, and audience engagement. Funding will be sought from ERDF and Creative Europe to renovate and expand facilities, enhancing Uppsala's cultural infrastructure.
- **Under construction and De-Central stations:** These Cross-currents initiatives will utilize EU funds to transform construction sites and decentralized cultural spaces into cultural hubs. They align with the New European Bauhaus's focus on sustainable and inclusive urban environments.
- **Enlight and European Networks:** Collaborating with the Enlight network and other European cities will enhance our ability to secure co-funding and expertise. Joint applications for EU funds will be pursued to support shared cultural and

educational projects.

### European perspective

- **Promoting European values and unity:** Uppsala's projects will embody and promote the core values of the European Union, such as cultural diversity, social inclusion, and sustainable development.
- **Advancing EU strategic priorities:** Through our alignment with key EU initiatives such as the European Green Deal, Horizon Europe, and the New European Bauhaus, Uppsala's projects will directly contribute to advancing the EU's strategic priorities.
- **Enhancing cultural and educational exchanges:** By leveraging Erasmus+ and other educational programs, Uppsala will facilitate cross-cultural and educational exchanges that enrich the cultural fabric of Europe. This will help build a more interconnected and educated European community, fostering mutual understanding and cooperation. We aim to actively work on this, ensuring it is relevant for the whole of Europe and open to all of Europe.
- **Boosting economic growth and innovation:** The EU's investment in Uppsala's cultural and infrastructural projects will stimulate economic growth, create jobs, and drive innovation. This will not only benefit Uppsala but also contribute to the overall economic resilience and competitiveness of the EU.
- **Creating a lasting legacy:** Uppsala's strategic use of EU funds to build sustainable cultural infrastructure and foster international collaboration will create a lasting legacy.

## 5B GOVERNANCE

### 5B.1 PLEASE GIVE AN OUTLINE OF THE INTENDED GOVERNANCE AND DELIVERY STRUCTURE FOR THE IMPLEMENTATION OF THE EUROPEAN CAPITAL OF CULTURE YEAR

By establishing a dedicated project organization within the administrative structure, supported by a presidium, a steering group and a virtual organization, we believe that Uppsala can ensure an effective, dynamic and sustainable framework for implementing and maximizing the impact of the ECoC year 2029.

We see this as a more favorable solution for the project's legacy than creating a new company, as anchoring the initiative within the existing administrative structure creates long-term advantages and facilitates integration with the city's other activities. By embedding the project within Uppsala's existing administrative and cultural frameworks, Uppsala 2029 will not only fulfill its immediate objectives but will also strengthen the city's cultural strategy, laying the groundwork for a more and sustainable cultural landscape for decades to come.

#### Governance structure

##### Uppsala Municipal Executive Board

**(Kommunstyrelsen):** The Executive Board serves as the formal project owner for Uppsala 2029. This role involves responsibility for overarching strategic decisions and ensuring that the project aligns with the city's political goals.

##### Executive Board's Working Committee

**(Kommunstyrelsens arbetsutskott, KSAU):** This body acts as the political preparatory group, ensuring that political goals and guidelines are adhered to throughout the project. It is essential to note that KSAU serves as a link between the project and the political governance within the municipality.

#### Strategic management

##### Strategic Management Group (Strategisk Ledningsgrupp):

This group forms the highest operational decision-making entity and is responsible for driving the overall strategy. Members of this group will come from the top management of the most relevant stakeholders, such as Uppsala Municipality, Region Uppsala, and Uppsala University. The Strategic Management Group can be described as the central high-level coordination unit, tasked with ensuring that the project develops in line with established goals.

**Coordination Council (Samordningsråd):** This body consists of directors and senior officials from the primary stakeholders, who possess specialized knowledge in areas relevant to the project. They are mandated to make decisions and implement strategies within their respective organizations. The Coordination Council acts as a bridge between strategic leadership and operational implementation, ensuring that decisions are swiftly translated into action.

#### Operational coordination

**Project Management Organization:** The operational core of Uppsala 2029 is responsible for executing decisions made by the Strategic Management Group and the Coordination Council. While the project organization implements strategies and integrates various parts of the project with the city's long-term

development goals, it operates with a clear principle of artistic independence, ensuring that the cultural program is developed and delivered in line with the overall vision for Uppsala 2029, but free from undue political influence.

#### Specialist functions:

Members of the specialist functions, responsible for specific aspects of the project, are fully integrated into the project management organization under the leadership of the Project Director. These functions are crucial for ensuring a cohesive connection between the artistic and strategic elements of the project. The artistic team, consisting of curators and producers, operates autonomously within the project framework, focusing on the quality and relevance of the cultural program. This ensures that artistic decisions are guided by professional expertise, maintaining a healthy distance from political decision-making processes.

The external funding function works to attract external funds and build partnerships, thereby strengthening the financial base, while the international relations function engages with global partners to infuse international perspectives. The evaluation function continuously monitors and assesses the project's progress to ensure that goals are met and that valuable lessons are integrated into future planning. This combination of strategic oversight and operational independence helps ensure that the artistic content remains vibrant, innovative, and unimpeded by external pressures.

#### Staffing:

Essential municipal administrative staff provide critical services necessary for the effective management of the Uppsala 2029 project. The communications department handles PR, media, and marketing; the finance department oversees financial planning and reporting; and the HR department manages personnel matters and skills development. While these departments provide services, the project organization maintains autonomy in how these resources are utilized, ensuring a collaborative but independent approach to management. Just like other municipal administrations and companies, the project organization is expected to pay for these services according to the principles of internal municipal services.

#### Artistic independence and political oversight:

While the project organization collaborates closely with municipal and political entities, the principle of arm's length distance between artistic decisions and political influence is maintained throughout. The political bodies provide strategic oversight and ensure alignment with broader city objectives, but they do not intervene in the day-to-day artistic decisions.

This structure ensures that Uppsala 2029 adheres to both high artistic standards and democratic principles, fostering a cultural program that is both innovative and reflective of Uppsala's diverse community.

#### **External coordination group**

The external coordination group consists of advisors and experts who are involved in the project through their existing roles, strategic expertise, or specific sub-projects. These experts contribute specialized knowledge in areas such as research, education, regional development, and culture, representing their organizations in collaboration with Uppsala 2029. The external coordination group provides support for specific sub-projects and working groups and promotes collaboration and information exchange. Members of this group act as ambassadors for the project within their networks and contribute to regular meetings to foster dialogue and coordination between the project and external partners.

#### **Crossroads structure**

The cultural program is organized into five thematic and physical spaces called Crossroads. Each Crossroad has a main project leader, the Head Producer, who leads a working group with participants from each project under the Crossroad. This structure ensures cohesive and collaborative implementation, allowing each Crossroad to develop its unique thematic focus while contributing to the overall goals of the ECoC year. Head Producers coordinate closely with the Project Organization and the Coordination Council, ensuring that each Crossroad not only achieves its unique thematic goals but also contributes to the project's strategic direction and overall success.

#### **Integration of existing municipal resources**

The project is designed to integrate with existing municipal operations, leveraging their core duties and resources without requiring additional funding for involved boards. This approach ensures that the ECoC year is embedded within the city's ongoing cultural, sports, and leisure activities. Adjustments in regular operations will be made to accommodate the additional workload, ensuring that the project benefits from established municipal capabilities while also enriching them with the ECoC initiatives. By building on the strengths of existing resources, the project can achieve greater efficiency and sustainability.

#### **Organizational principles and characteristics**

The project organization is built on principles of autonomy, flexibility, transparency and accountability to ensure its effective and dynamic operation.

**Artistic freedom and the principle of arm's length:** Uppsala values the essential role that artistic freedom plays in a democratic society and ensures that all cultural decisions for the ECoC year are free from political interference. The governance

structure is therefore built upon a firm commitment to artistic independence and the principle of arm's length. The cultural policy program explicitly emphasizes the importance of maintaining this principle, where public officials set the financial and strategic framework, but artistic decisions are made independently by cultural experts. This separation guarantees high artistic quality and integrity throughout the 2029 program.

Through partnerships with organizations such as PEN International and the City of Refuge artist program, Uppsala demonstrates its dedication to the protection of free expression and the fostering of an environment where artists can work without fear of censorship or political pressure. This commitment to artistic freedom is reflected not only in the cultural programming but also in the governance and organizational structure of Uppsala 2029, ensuring that decisions made by cultural experts remain independent while aligned with broader strategic goals.

**Autonomy and flexibility:** The project organization is granted full decision-making authority within its scope, allowing for faster decisions and increased flexibility. An independent budget is allocated, enabling autonomous financial planning and resource allocation. This autonomy ensures that the project can respond swiftly to emerging opportunities and challenges, maintaining its momentum and effectiveness.

**Transparency and accountability:** Regular follow-ups and reporting are conducted to ensure all stakeholders are informed and engaged. Clear goals and measurable outcomes are established to track the organization's progress and ensure accountability. This transparency helps build trust and confidence among stakeholders, fostering a collaborative environment where everyone is aligned with the project's objectives.

**Coordination and integration:** The project organization works closely with other municipal departments to ensure coordinated efforts and efficient use of resources. Regular meetings and workshops promote collaboration and knowledge exchange between the project organization, the virtual organization, and other municipal departments and external partners. This integrated approach helps to leverage existing strengths and create new synergies, enhancing the overall impact of the ECoC initiatives.

#### **Implementation and follow-up**

A detailed implementation plan will be developed, including timelines, milestones, and responsible individuals for each sub-project. Continuous follow-up and evaluation will be established to ensure the project stays on track and achieves its goals. Regular reports to the steering group, presidium, and municipal executive board will inform about progress and necessary adjustments.

# 5C STRENGTHS AND WEAKNESSES

## 5C.1 WHAT ARE THE MAIN STRENGTHS AND WEAKNESSES OF YOUR PROJECT? HOW ARE YOU PLANNING TO OVERCOME WEAKNESSES IDENTIFIED?

Uppsala's bid for ECoC 2029 represents both an exciting opportunity and a significant challenge. We are proud of the progress made so far, thanks to our strong civil society, vibrant cultural sector and extensive partnerships across the municipality, region, and universities. However, we recognize that the road ahead will not be without obstacles. Fragmentation, short-term resident engagement and the urban-rural divide are all challenges we face, but we approach them with humility, acknowledging the need for continuous learning and adaptation.

Our strategy is not only to address these challenges but to view them as opportunities to collaborate with our European partners.

### Strengths

#### Collaborative institutional framework and strong civil society

Uppsala is fortunate to have a well-developed cultural ecosystem that includes a diverse range of independent cultural actors alongside established institutions. Our strong civil society fosters innovation and dynamic cultural expression. The collaboration between independent artists, grassroots organizations, and cultural institutions ensures a rich and varied cultural life. Uppsala also benefits from a close-knit partnership between the municipality, Region Uppsala, the County Administrative Board, and our two universities—Uppsala University and SLU—which brings together public, academic, and cultural sectors to work towards common goals.

#### Broad regional and political support

Our bid enjoys strong political backing from the municipality, region, and local institutions. Through cooperation and the signing of Letters of Intent with surrounding municipalities and key stakeholders, we have created a shared vision. The broad inclusion of partners provides us with a solid organizational foundation.

#### A leader in sustainable development – culture as a driver for change

Uppsala's high ambitions, clear set goals and leadership in sustainable urban development and the engagement of the private sector, positions culture as a key driver for change. This aligns with our broader ambitions to integrate sustainable practices into every aspect of our bid.

#### Strong economic foundations and resilience

Uppsala's economic management provides a secure financial base for this project. The city's focus on job creation, equality, and climate action underpins our cultural initiatives, combined with ongoing efforts to secure international, national and private funding, ensure economic stability and resilience.

### Weaknesses and strategies to overcome them

Uppsala is mindful of the challenges ahead, many of which we shared with other cities in the EU. We believe these challenges present an opportunity to collaborate with European partners, learning from their experiences, testing new models and finding innovative solutions together.

#### Fragmentation of efforts across sectors

**Challenge:** One of the greatest challenges we face is the risk of fragmented efforts across different sectors—cultural, municipal, and business, civil society—where actors may be working towards common goals but in a disconnected manner.

**How we will overcome it:** We will continue building on the success of established collaborative platforms such as STUNS (local foundation for collaboration between universities, business, and society) and Klimatprotokollet (The Climate Protocol- a collaborative platform between public and private sectors focused on climate action encouraging cross-sectoral dialogue.) We are also enhancing our central coordination efforts, ensuring that all sectors move in unison towards shared goals. Engaging in dialogue with European partners who have overcome similar challenges will allow us to draw on their insights and adapt our models for better cohesion.

#### Engagement of short-term residents

**Challenge:** Uppsala is home to a large, transient population of students, researchers, and guest workers. This population often stays for only a limited time, making it difficult to foster sustained engagement with cultural initiatives.

**How we will overcome it:** To address this, we will leverage partnerships with Uppsala University and SLU to develop specific cultural programs targeting students and researchers, implement flexible and digital engagement strategies for the target group during their stay and continue to connect with Uppsala even after they have left. This includes the creation of a digital alumni network. By learning from other European cities facing similar issues, we can together fine-tune our approach to better integrate this demographic.



### **Bridging the urban-rural divide**

**Challenge:** Like many cities, Uppsala experiences a division between urban and rural areas, with much of the cultural activity centered in the city. This poses a challenge in ensuring that cultural opportunities reach the entire region.

**How we will overcome it:** We are committed to addressing this challenge by developing mobile cultural platforms and bringing cultural events to rural areas and vice versa. Investments in transport infrastructure, such as the planned expansion of rail networks, will make travel easier. Regional cultural festivals and our De-central stations will help bridge the gap between urban and rural communities by showcasing the cultural richness of the entire region.

### **Economic and political uncertainty**

**Challenge:** Ongoing global challenges, such as inflation, energy crises and political instability, could impact our ability to secure funding and maintain momentum.

**How we will overcome it:** Our budget includes flexibility to adjust to changing economic conditions. We will also explore opportunities for partnerships with European cities and organizations to share resources and ideas on how to navigate these turbulent times. This collaboration will be key to sustaining the project through potential economic challenges.



Radical Love at Uppsala Konsert Kongress  
Photo: Mehdi Bagherzadeh

# 5D MARKETING AND COMMUNICATION

## 5D 1 PLEASE PROVIDE AN OUTLINE OF THE CITY'S INTENDED MARKETING AND COMMUNICATION STRATEGY FOR THE ECOC YEAR.

### **Brand identity**

Between the Lines brand identity, has been developed by the Swedish brand agency Kurppa Horsk in close collaboration with the City of Uppsala and the project team of the Uppsala ECoC bid. It connects the *Between the Lines* theme of urban development and culture as a driving force for change with the metaphoric meaning of reading what is not clearly stated or seen. Blocks, lines, connections and spaces are also part of the design.

The *Between the Lines* brand has already been introduced locally via the Uppsala 2029 webpage (uppsala2029.se) and a sticker campaign involving local businesses and cultural actors in Uppsala. The heart-shaped stickers with the text "We support Uppsala 2029 European Capital of Culture Candidate City" are handed out for free to all local and regional stakeholders. The campaign aims to increase visibility and engagement for our bid locally.

### **Local and regional engagement and active participation**

We will continue to develop a local communication strategy for residents in Uppsala municipality and the Region of Uppsala, using both actions like ads, posters, stickers and other printed matters as well as social media channels. The packaging will differ between target groups. Kids/families, elderly and youth being especially considered. The aim is to spread a general awareness about ECoC 2029 and to create a sense of ownership and participation on a local level. To ensure that our communication reaches all parts of our county, we see all cultural actors and organizers as important ambassadors. These actors play a key role in fostering broad engagement. This includes close collaboration with local cultural institutions, associations, and municipalities to ensure that the communication reflects the breadth of the entire county.

### **Our closest audience**

Our closest audience lives and works in Mälardalen. We are developing a communication and marketing strategy targeting this area especially. Inviting different target groups to discover Uppsala by taking part in our Cultural programs during the year.

### **Collaborative and European-integrated communication and marketing**

By actively collaborating with other European cities and ECoC:s, we enhance both our international relationships and the cultural dimension of our program. A concrete example is our media partnership with Chemnitz 2025 and their project European Soundtrack during 2024. This partnership has served as a platform to exchange experiences and ideas. Through this collaboration, we have been able to showcase our initiatives. We see this as a model for how Uppsala 2029 will work moving forward, through strategic collaborations and joint projects with other European cities and cultural organizations.

### **Strengthened European collaborations through digitalization**

Although digitalization and AI are not the main focus of our strategy, they play an important role in strengthening our European collaborations. By using AI-driven platforms, we can automate and streamline the matching of partners within Europe based on shared interests and goals. This includes opportunities for digital residency programs and virtual exchanges, where European artists and cultural workers can interact and create together without geographical limitations.

We will also use digital tools to enhance our participation in international cultural and tourism fairs, where, through virtual and hybrid solutions, we can create platforms to reach new international markets and build relationships with visitors and actors from across Europe.

### **Social media**

Social media will be used to engage in dialogue with target groups, partners in Sweden and other European capitals of culture. Since this is a fast changing media landscape we will adapt our social media strategy continuously.

### **Accessibility and streaming**

To improve audience engagement and accessibility, we will use AI to analyze audience data and create tailored cultural experiences. In addition, we will develop AI-powered solutions such as translation tools and voice-controlled assistants to make it easier for people with disabilities to participate in cultural events. Some of our events will be live-streamed.

### **Culture as a tool for communication**

Through public art installations, projects and cultural events, we will use culture as a communication channel to reach both local and international audiences. The annual Cultural Night, which will celebrate its 30th anniversary in 2029, will be a platform to highlight this international and European engagement.

### **Adaptation and evaluation**

To ensure that our communication is effective and relevant, we will use data-driven evaluation and adaptation. By analyzing how our campaigns and collaborations are received, we will adjust our strategy in real-time to meet both local and international needs. Here, AI plays a role in automating data collection and providing us with tools to better understand audience behaviors and preferences.

**5D.2****HOW DOES THE CITY PLAN TO HIGHLIGHT THAT THE EUROPEAN CAPITAL OF CULTURE IS AN ACTION OF THE EUROPEAN UNION?**

By integrating our local and regional initiatives with the EU's long-term goals and strategies, we aim to create a more sustainable and inclusive city. As the ECoC, Uppsala's vision is not just a local endeavor but part of a broader European community working together for a sustainable future. Our strategies emphasize how Uppsala, in its role as a cultural capital, can serve as a model for other cities, showcasing how culture and sustainability go hand in hand to address global challenges.

According to the Swedish Association of Local Authorities and Regions (SALAR), up to 60% of all decisions made in municipal councils across the country are influenced by EU policies, regulations, and frameworks. This highlights the critical role that EU collaborations play in shaping our local policies, particularly during Uppsala's ECoC process. We seek to enhance awareness of this connection, demonstrating how EU initiatives such as NetZeroCities contribute to our efforts in sustainable urban development, climate transition, and good governance.

In this context, Uppsala Municipality is proud to be the first Swedish city to sign the Call to Action declaration in September 2024, an initiative by Eurocities that urges cities to take concrete steps to reduce climate impact and contribute to a sustainable future. By signing this declaration, we are committing to actively working to reduce emissions, promote sustainable mobility, and engage our residents in impactful climate actions.

As a city in constant transformation, where our rich cultural heritage meets the aspirations of the future, Uppsala aims to show how culture can lead the way in this transformation. By integrating the Call to Action principles into our cultural events, we will rethink mobility and logistics to minimize environmental impacts, not only for artists and participants but also for audiences. This includes exploring innovative solutions for transportation, energy use and resource management in our cultural activities, setting a standard that can inspire other cities across Europe.

Furthermore, Uppsala will strengthen the connections between local cultural actors and support their efforts towards sustainability through collaboration and shared resources. We will work closely with the EU and other partners to ensure that our initiatives align with broader European strategies for sustainable cultural development. This holistic approach not only strengthens our local cultural sector but also enhances Uppsala's position as a leader in cultural sustainability within the European context.

Citizen engagement is at the core of our approach. We will create thematic events and activities directly linked to the EU's goals and policies, such as workshops, lectures, and

cultural events that highlight the EU's role in promoting cultural development and integration. By involving residents in the design and implementation of these projects, we aim to foster a stronger connection between Uppsala's citizens and the European project, making the EU's impact tangible in their daily lives.

To reach a broader audience and promote international engagement, Uppsala will develop targeted digital activities and create multilingual content on our website and social media channels. This ensures that our cultural initiatives and information are accessible in the largest immigrant languages as well as in various official European languages, bridging cultural and linguistic gaps and fostering a more inclusive and connected community.

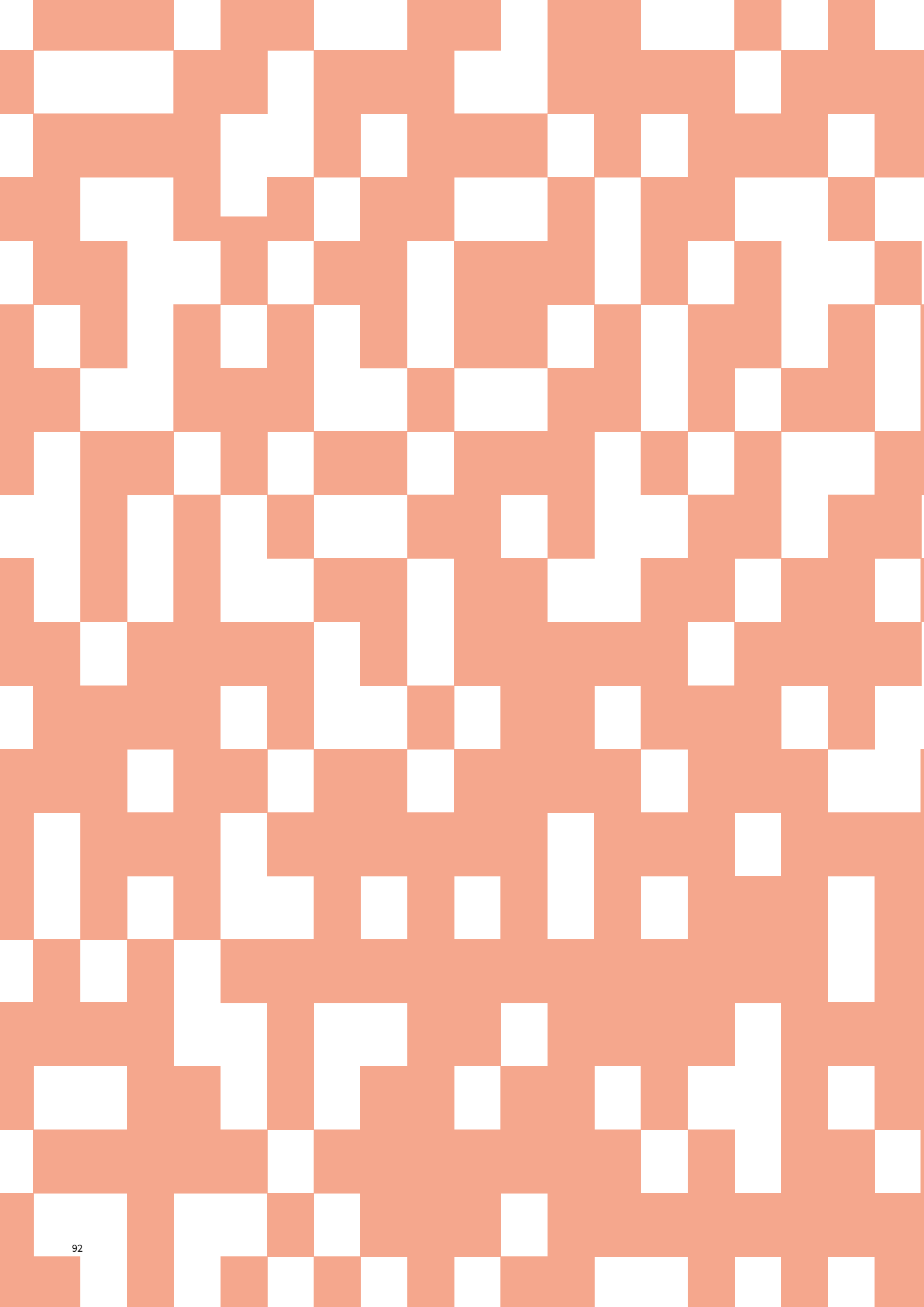
Moreover, Uppsala Municipality will emphasize the role of EU policies and funding in our city's development. We recognize the importance of monitoring and influencing EU issues that affect Uppsala, and we are committed to leveraging opportunities for funding through EU programs and networks like the EIT Culture & Creativity Cities & Regions Network and Eurocities. This participation will enable us to secure funding for development projects and actively shape EU policies that impact the local level.

To highlight the role of EU support in our initiatives, Uppsala will develop a comprehensive communication strategy that clearly demonstrates how EU funding supports specific projects and programs within the city. By specifying which EU programs and funds contribute to Uppsala's ECoC projects, we aim to increase transparency and awareness of the EU's role in fostering our city's cultural and sustainable development.

Through these coordinated efforts, Uppsala is committed to being a leading example of how culture, sustainability, and European collaboration can drive transformative change. We look forward to sharing our experiences and building a future where culture is a cornerstone for sustainable development and social cohesion across Europe.



Shilpa Gupta  
Words Come From Ears, 2018, Uppsala Art Museum's collections  
Installation View Portals, Hellenic Parliament + NEON, Photo: Natalia Tsoukala,  
Courtesy NEON





# 6. CAPACITY TO DELIVER

Our Between the Lines bid to become the ECoC 2029 is built on a solid foundation of broad and strong political support, as well as long-term planning and deep anchoring. The municipality has worked in close collaboration with local, regional and national actors, ensuring that Uppsala is well-prepared to successfully implement the cultural capital year. This commitment not only enriches the cultural sector but also contributes to sustainable societal development.

## 6.1 PLEASE CONFIRM AND SUPPLY EVIDENCE THAT YOU HAVE BROAD AND STRONG POLITICAL SUPPORT AND A SUSTAINABLE COMMITMENT FROM THE RELEVANT LOCAL, REGIONAL AND NATIONAL PUBLIC AUTHORITIES.

Inspired by the lessons learned from Umeå's ECoC year in 2014, Uppsala has, through long-term planning and strategic anchoring, established a solid foundation for success.

### **Below are key decisions and agreements that confirms this commitment:**

In 2023, the Municipal Executive Committee in Uppsala formally decided to pursue the ECoC 2029 title. This decision represents a crucial milestone, marking the beginning of long-term political support for our bid and a clear direction for Uppsala's cultural ambitions.

#### **City Council's budget and objectives (2025-2027)**

The ECoC is a central element in Uppsala Municipality's strategic plan and budget for 2025-2027. The city's goals emphasize the importance of positioning Uppsala as an international cultural actor and fostering participation in European collaborations. By leveraging EU funds and programs, Uppsala is embedding the cultural capital project into its broader municipal strategies.

#### **Letter of intent with Region Uppsala and county municipalities (2024)**

In 2024, Uppsala strengthened its application through a Letter of intent with Region Uppsala and separate agreements with other municipalities in the county. Region Uppsala will play a coordinating role, ensuring that all municipalities in the region actively support the bid, further enhancing the credibility and feasibility of the application. This broad foundation highlights the county's unified commitment to Uppsala's cultural ambitions.

#### **Partnership with Uppsala university (2023)**

A strategic partnership with Uppsala University that emphasizes sustainable societal development, with a focus on culture and creativity was signed in 2023. The university's involvement in European initiatives and expertise in relevant areas further bolsters Uppsala's application, generating valuable synergies for regional development.

#### **Strategic work with the cultural policy, business-, and rural programs**

The *Between the Lines* bid aligns with Uppsala's cultural policy, business, and rural programs. By promoting cultural and creative industries, Uppsala strengthens the local economy, fosters sustainable job creation, and supports both urban and rural development.

#### **Support from Uppsala Chamber of Commerce and the Climate Protocol**

The Uppsala Chamber of Commerce, along with the Climate Protocol and the so-called Super Brain, have expressed their support for the project. Super Brain is a local initiative of engineering consultants and architects working to make Uppsala climate-neutral and climate-positive. Super Brain brings together actors in the industry to support the implementation of Uppsala's Climate Action Plan and promote a sharing culture that accelerates the transition to a climate-neutral society. Together they act to create climate leadership, entrepreneurship and innovation in Uppsala.

#### **Collaboration with the Swedish Arts Council**

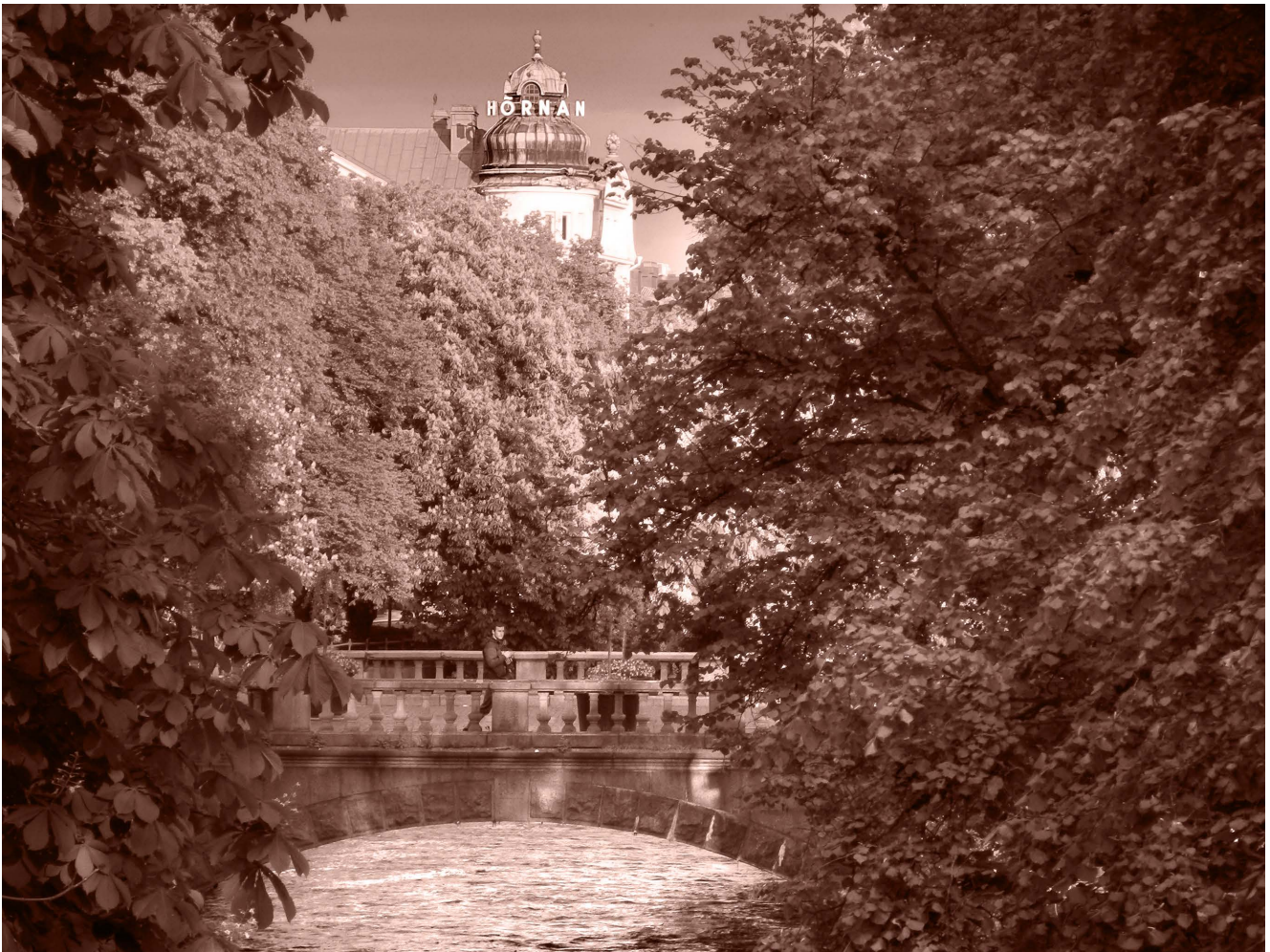
Uppsala Municipality has close dialogue with the Swedish Arts Council and the Creative Europe Desk. Although early support from the Ministry of Culture is still pending, these exchanges have been productive and contribute to the cultural momentum behind the bid.

#### **Membership in EIT Culture & Creativity**

Uppsala Municipality and Uppsala University's membership in the EIT Culture & Creativity network offers a unique platform for knowledge exchange and strategic development. This membership plays a crucial role not only in enhancing Uppsala's chances of securing EU funding for cultural development projects, further strengthening our strategic goals, but also in opening up opportunities to advance our local strategies for cultural and creative industries.

By being part of this network, Uppsala can integrate innovation into its cultural projects, which can serve as models for sustainable development, social cohesion and economic growth. Specifically, the membership will provide access to expertise and resources that can be utilized to promote the green and digital transition, which is central to both the EU's and Uppsala's long-term goals.

By building strong relationships with other European cities within the network, Uppsala contributes to creating a more robust and interconnected Europe within the cultural and creative sectors. This networking is not only vital for Uppsala's local development but also for positioning the city as a key player on the European stage, fostering culture-driven innovation and sustainable growth.



Fyris River  
Photo: Stewen Quigley

The collaboration with EIT Culture & Creativity also offers opportunities to:

- **Develop a Uppsala Cultural and Creative Industries (CCI) development report:** This report would provide robust evidence of the economic impact of CCIs in Uppsala, thereby strengthening the case for further investments and development projects. Notably, it has been identified that the gaming industry in Uppsala is larger and more significant than previously recognized.
- **Initiate a skills and talent agenda:** By addressing the specific skill needs within the creative sectors, particularly in the gaming industry, Uppsala can position itself as a leading player in the European creative industry, attracting and retaining talented professionals in the city.
- **Active participation in the cities and regions network:** This network promotes strategic collaboration between cities and regions, enabling a deeper understanding of transnational challenges and opportunities. It also provides access to tools and methods for improving policies and programs that support cultural and creative development.

Membership also gives Uppsala the opportunity to develop initiatives like the "Game Garden Initiative," which could establish Uppsala as a Nordic hub for the gaming industry, thereby increasing the city's international appeal for both businesses and creative professionals.

#### **Activation in Eurocities culture forum**

Uppsala's active participation in the Eurocities Culture Forum underscores its commitment to sustainable cultural policies and activities. By drawing on the experiences of other European cities, Uppsala is enhancing its cultural strategy through best practice exchange.



## 6.2.1 EXPLAIN BRIEFLY HOW THE EUROPEAN CAPITAL OF CULTURE WILL MAKE USE OF AND DEVELOP THE CITY'S CULTURAL INFRASTRUCTURE.

**Between the Lines is a visionary approach that leverages culture to address the challenges of a rapidly expanding city. The strategy is deeply rooted in Uppsala's urban development and its ambitious sustainability goals, focusing on reuse, revitalizing and enhancing existing cultural and historical spaces and places rather than building new ones.**

This sustainable approach aims to create an innovative, dynamic and inclusive development of cultural infrastructure with respect to heritage, memory and community. Ensuring that Uppsala's cultural heritage is preserved to meet contemporary needs.

Central to this vision is the utilization of Uppsala's existing cultural resources—museums, libraries, concert halls, and theaters—which will serve as key venues during 2029. These institutions will provide platforms for both local and international artists.

The strategy also emphasizes the importance of making culture accessible beyond Uppsala's urban center as explained in our Cultural program concept *De-central Stations*. Uppsala's multicultural neighborhoods, such as Gottsunda, Gränby, and Sävja, are at the forefront of this strategy. The city is actively developing community centers in these areas, transforming them into vital cultural hubs that will serve as key venues for cultural engagement leading up to 2029. These centers are designed to foster cultural exchange and innovation, engaging both residents and visitors in creative activities that contribute to the broader cultural landscape of Uppsala.

A significant aspect of Uppsala's vision to use culture as a vehicle for sustainable urban development is the revitalization of the Ulleråker district, a former psychiatric hospital site that is being transformed into a creative hub where art and science converge. The expansion of the Hospitalet artist collective in Ulleråker will provide studios and workshops for both local and international artists, positioning the area as a center for cultural and international collaboration.

Uppsala's commitment to experimental art and innovation is further demonstrated by the expansion of the artist-led, avant-garde space for intercultural collaboration *Köttinspektionen (The Meat Inspection)* housed in what once was the building of the Meat Inspection Agency (a state institution for the inspection of slaughtered animals to prevent the transmission of trichinosis. The building was constructed in 1930 in a neoclassical style as a means of elevating the control of public meat distribution). This site will be renovated to welcome artists from around the world, promoting new artistic expressions and strengthening Uppsala's international cultural ties. *Köttinspektionen* will also host our *Resoruce Center for Intercultural Cooperation* (as explained in our Cultural program 2.2.) Similarly, the privately funded Kaliberhalle concert hall will become a key venue for diverse artistic performances.

Our bid will also benefit from rural cultural venues like CIK (Center for sports and culture) in the municipality of Knivsta, Kulturhuset Möbeln in Tierp, Tobo Kulturhus, and significant historical sites such as Österbybruk and Salsta Castle. These locations will ensure that cultural activities reach all corners of the region.

Public spaces are another critical component of Uppsala's cultural strategy. The creation of Summerzone, a central hub for youth culture, organized and funded by the municipality, offer a safe space for summer activities, cultural events and sports. For the ECoC 2029 a similar *Winterzone* will be developed as a part of our Crossroads concept (see 2.2.). Further collaborating with the local skateboarding community, Uppsala plans to repurpose unused urban spaces, transforming them into areas for recreational activities that promote physical activity and community building.

To ensure cultural accessibility across the city, Uppsala City Theatre's circus tent will be used as a mobile venue, bringing performances to neighborhoods with limited cultural offerings. This flexible and adaptable approach allows cultural experiences to reach all corners of Uppsala, including temporary pop-up galleries and installations.

In the plans for the development of the new district *Främre Boländerna*, the repurposing of existing buildings into new cultural centers, such as a dance center for both professional and amateur dancers, and the relocation of Ungdomens Hus (Youth House), will create dynamic environments for young people to explore and develop their creative talents.

*Between the Lines* also emphasizes the concept of cultural intimacy. This is exemplified by the creation of "meditation rooms," inspired by Dag Hammarskjöld, which will be integrated into the urban environment (see 2.2. Crossroads:Body). These rooms will provide spaces for reflection and calm, hosting smaller-scale artistic and cultural encounters that promote deeper, more personal engagement with culture - balancing grand cultural events with these intimate experiences.

## 6.2.2 WHAT ARE THE CITY'S ASSETS IN TERMS OF ACCESSIBILITY (REGIONAL, NATIONAL AND INTERNATIONAL TRANSPORT)?

Uppsala's strategic location, in the expansive region of Mälardalen and its close proximity to Stockholm, with its robust public transport infrastructure, makes it one of the most accessible cities in the country. This is not only a cornerstone for attracting national and international events, investments and talent, but it also aligns with Uppsala's ambition to become a leader in sustainable transportation by reducing car dependency.

### Local and regional transport system:

- **Rail transport**

Uppsala has frequent and reliable rail connections to Stockholm and the cities around Mälardalen, making commuting and travelling easy and efficient. The trains are a key part of the city's sustainability strategy. The railroad tracks connecting Uppsala and Stockholm are now being doubled from two to four.

- **Carbon neutral bus network**

Uppsala's extensive bus network connects the city with surrounding communities, enabling more people to choose sustainable transport options for their journeys. The buses in the region run on biogas and electricity, contributing to the city's goal of reducing carbon emissions.

- **New tram line with a public art program**

In 2029 a new extensive tramline will open in Uppsala. Connecting new parts of the city with existing ones. An ambitious public art program has been developed for the new tramway by a joint venture between the municipality and the region of Uppsala. It will be inaugurated in 2029.

- **Cycling infrastructure**

Uppsala is renowned for its cycling-friendly infrastructure, and the city aims to further develop this to support an increase in cycling's share of total travel.

### National accessibility

Uppsala plays a significant role in Sweden's national transport system. It is a major railway hub with direct connections to major cities like Gothenburg and Malmö.

Uppsala is also located along the highway E4, providing excellent road connectivity to the rest of Sweden. The city is actively promoting the use of electric vehicles along these roads, with the expansion of charging infrastructure and incentives for the transition to electric transport.

Uppsala is just an 18-minute train ride from Arlanda, one of Scandinavia's largest airports. Arlanda is actively engaged in sustainability efforts, making it a natural partner for Uppsala in the quest to reduce carbon emissions from international travel.

### International rail lines

Plans are underway to further enhance international rail lines, including the introduction of night trains to continental Europe. These initiatives support sustainable travel choices for international visitors and promote long-term sustainable travel patterns.



Botanical Garden  
Photo: Patric Kiraly

### 6.2.3

## WHAT IS THE CITY'S ABSORPTION CAPACITY IN TERMS OF TOURIST'S ACCOMMODATION?

Uppsala is exceptionally well-prepared to accommodate a large influx of tourists. The city offers a broad spectrum of accommodation, catering to a variety of preferences and budgets.



Uppsala Konsert & Kongress  
Photo: Stewen Quigley

Uppsala currently features over twenty hotels, including seven that are part of well-established hotel chains. These hotels collectively provide around 2,200 rooms and 4,500 beds. By 2026, this capacity will expand further with the addition of 450 new hotel rooms.

In addition to hotels, Uppsala provides a range of alternative accommodations, including hostels, campsites with cabins, and private hosts. The region's accommodation landscape is thriving, as evidenced by the approximately 650,000 guest nights recorded in 2022, signaling a strong post-pandemic recovery and growth in tourism.

Uppsala's accommodation offerings are diverse, ensuring that every traveler finds a suitable place to stay:

**Hotels:** The city hosts approximately 17 major hotels, while Uppsala County boasts around 137 hotels, ranging from luxury establishments to budget-friendly options, catering to every type of traveler.

**Bed and Breakfasts:** For those seeking a more intimate, home-like experience, Uppsala offers about 14 B&Bs within the city and 50 in the surrounding county. These B&Bs are known for their unique local touches and personalized service, providing a cozy alternative to traditional hotels.

**Airbnb and short-term rentals:** The Airbnb market in Uppsala is well-developed, with numerous listings available across the city and its surroundings. This segment caters to various needs, from single rooms in shared apartments to entire homes, offering flexibility and variety. Airbnb options are particularly valuable during peak tourist seasons and large events, such as the ECoC year.

**Hostels and campsites:** For budget-conscious travelers and nature enthusiasts, Uppsala offers 34 hostels and 24 campsites. Hostels range from dormitories to private rooms, typically located near cities and attractions, while campsites, often situated in scenic areas, provide options for tents, caravans, and cabins, complete with necessary facilities.

**Support from local and national organizations**  
Organizations such as the Uppsala Chamber of Commerce and the national tourist board Visit Sweden are actively involved in promoting Uppsala as a prime tourist destination. They ensure that the city's accommodation facilities meet high standards and cater to the needs of international visitors.

## 6.3 IN TERMS OF INFRASTRUCTURE, WHAT ARE THE PROJECTS THAT YOU PLAN TO CARRY OUT BETWEEN NOW AND 2029?

With our conceptual framework - *Between the Lines* – Uppsala aims to explore new and innovative ways to enhance and strengthen the capacity of culture in the transition and urban development in Uppsala. The principle that “the most sustainable building is the one that already exists” guides our work for the ECoC year but as the city grows we will also have the possibility to develop new spaces and places adding new weaves to our cultural fabric.

Exploring how future spaces for culture are financed, operated and managed is a central question for us in the application process for the ECoC.

Uppsala’s ongoing expansive development is progressing rapidly. The new districts are planned to be fully developed by 2050. In 2029, significant milestones are:

- **A new tramway opens in 2029**

The development of the Uppsala tramway will connect key districts such as the city center, Rosendal, Ulleråker, Gottsunda, Sävja, Nântuna, Bergsbrunna, and Gränby, creating a seamless link between these urban and suburban areas.

The tramway is also an important cultural initiative. *The Transformationer public art* program will introduce installations along the tram routes and at stops, turning the tramway into a moving cultural experience that mirrors the city’s evolution and diversity.

- **Cultural hubs in the making**

The district of Ulleråker is being transformed into a new neighborhood featuring housing, services, cultural center and public art will.

The district of Gottsunda is undergoing a significant cultural revitalization, centered around the expansion of Gottsunda Kulturhus. The area’s improved connectivity via the tramway will integrate it more closely with Uppsala’s broader cultural landscape.

Sävja is experiencing extensive development with new cultural and educational facilities, including the Sävja 4H farm, which will serve as a cultural, educational, and recreational hub. Nântuna and Bergsbrunna will also benefit from the tramway, with enhanced accessibility promoting further cultural and residential development.

Rosendal, a growing district close to the city center, will see improvements in connectivity, linking it more closely with central Uppsala and surrounding areas through the tram system. This will support Rosendal’s development as a residential and cultural area.

The district Främre Boländerna is being transformed into a mixed-use district with a strong cultural presence, including new public art installations and creative spaces.

- **Public spaces and cultural innovation**

In the city centre of Uppsala, significant projects are redefining how public spaces are used. The introduction of *sommargator* (summer streets) and the revitalization of public squares aim to create dynamic car free spaces for cultural events and community gatherings. These initiatives will transform areas like Stora Torget into hubs for culture and social interaction, supported by the tram system, which will feature artistic elements along its routes.

The Gustavianum museum with its unique anatomical theater and Upplandsmuseet are central to preserving Uppsala’s cultural heritage. Gustavianum, is undergoing extensive renovation, that will strengthen its role as a leading university museum. Upplandsmuseet continues to showcase the history and traditions of the Uppsala region, playing a key role in cultural education.

- **Expanding cultural infrastructure beyond the city center**

Gränby, slightly outside the central area, is evolving into a key cultural and sports hub with the development of Gränby Sportfält and Gränby Allaktivitetshus. These facilities will host a wide range of activities, making Gränby a significant cultural destination.

- **Future cultural infrastructure and events**

New cultural venues like the private initiative Kaliberhalle, new spaces for concerts and the Uppsala Castle History Museum will expand Uppsala’s capacity for cultural events. The Owe Thörnqvist Museum will celebrate the legacy of this iconic musician, enriching the city’s cultural offerings. De-Central Stations initiative will provide multifunctional spaces across the city, supporting local artists and fostering community engagement.

### Urban green spaces

A vital aspect of Uppsala's sustainable urban development is the creation of green spaces for increased biodiversity, climate adaptation and public health. Several places and projects with great potential for development will be identified in the upcoming phases of the cultural process.

The Södra Årummet project transforms the area along the southern Fyris River into a place for relaxation and recreation. The project includes an exciting program for public art aimed at contributing to ecosystem protection.

Under the working title *The Green Line*, Uppsala is developing a new route south of the city center, between the Fyris River and the Uppsala station area. The Green Line will offer a green journey through the city, its culture, and history, while increasing biodiversity in the city center. It will host a kindergarten, elderly care facilities, as well as offices and commercial spaces.

*The Hammarskog Nature Reserve* is an outdoor recreation area located 10 km southwest of Uppsala. The area boasts stunning natural beauty and offers various activities such as swimming, boating, fishing, and 25 km of marked hiking trails. A place development project is underway to attract more diverse groups to this area. The ECoC provides us with an opportunity to strengthen this work even further.

Parksnäckan in Stadsträdgården, the summer stage, is being renovated, opening new opportunities for various events. Källparken, an amphitheater in the heart of the Salabacke district, is another focus area for development. With these interconnected projects, Uppsala is not only preparing to host the ECoC in 2029 but is also laying the foundation for long-term cultural, urban, and social development. These initiatives reflect the city's commitment to sustainability, inclusivity, and innovation, ensuring that Uppsala remains a and culturally rich destination for years to come.

Vision image Kaliberhalle  
Foto: Kaliber Live



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And last but not least – our heartfelt thanks to all of those not named above who actively participated in various roles from 2018 to now!

