

### GENERAL PRESENTATION OF THE CITY

*Presentation of the main geographical, demographic, cultural, social and economic characteristics of the city; mode of governance, principal culture-related facilities and infrastructure, international connections, etc.*

Oeiras is a Portuguese city in the Lisbon metropolitan area, strategically located downstream of the Tagus River. It covers an area of approximately 46 km<sup>2</sup> and has a population of more than 170,000 people, encompassing 118 nationalities. The city stands out for its high quality of life, with a strong emphasis on sustainability, green spaces and modern infrastructure.

Geographically speaking, Oeiras has a smooth topography, with several coastal areas (five beaches and a marina) and parks, such as the Parque dos Poetas (Poets Park), the Jardim Municipal de Oeiras (Oeiras Municipal Garden), the Complexo Desportivo do Jamor (Jamor Sports Complex) and the Parque Urbano de Miraflares (Miraflares Municipal Park). The city is well served by public transport, with direct links to central Lisbon, and enjoys a high level of urban and social development.

From a demographic perspective, Oeiras is a cosmopolitan city with a highly educated, ethnically diverse population, reflecting the highest GDP per capita in Portugal. From an economic standpoint, Oeiras is an innovation hub, home to national and international high-tech companies and research centres, as well as the most important national television channels (SIC and TVI) and R&D clusters (IGS, ITQB, IBET, INIAC, Champalimaud). The city attracts many professionals and families because of its proximity to Lisbon, peaceful environment and excellent living conditions.

Oeiras has a rich cultural heritage, such as the Marquês de Pombal Palace and the Fort of São Julião da Barra. The city supports a variety of cultural institutions, including the Templo da Poesia (Temple of Poetry), which hosts events primarily focused on the Portuguese language, the Parque dos Poetas (a 23-hectare park featuring sixty sculptures of Portuguese-born and Portuguese-speaking poets), that are meeting points for literature lovers. In terms of cultural infrastructures, Oeiras is well-equipped with an extensive network of libraries (sixty-eight libraries and/or information service centres, namely three municipal libraries; thirty-two school libraries; one municipal bookshop; five beach libraries; one mobile library; four university libraries; ten civil society libraries). The city supports a wide range of other facilities, including nine specialised documentation centres, two reading points, and one municipal archive, as well as eight auditoriums, two art centres, Palácio dos Anjos (Anjos Palace) and Palácio do Egito (Egyptian Palace), seven heritage sites and museums (Marquês de Pombal Palace, Convent of Cartuxa, Quinta Real de Caxias, Castro de Leceia, Vasco da Gama Aquarium, Museu da Pólvora [Gunpowder Museum], seven maritime fortifications, and the Jamor Sports Complex. Since the 1980s, close links have been established among local authorities, universities and the business community.

In addition, Oeiras maintains a solid network of national and international relations, with partnerships and cooperation projects in various fields, including education and culture, among which the promotion of cultural and literary exchanges, such as the Oeiras Poetry Prize.

Oeiras is twinned with the following cities: Benguela (Angola), Inhambane (Mozambique), Príncipe (São Tomé and Príncipe), Quinhamel (Guinea-Bissau), Oeiras do Piauí (Brazil), S. Vicente, Sal, Mindelo and Praia (Cabo Verde). The demographic structure of Oeiras reflects this network of twinings, due to the presence of large communities from these countries (or their second and third generation descendants) in the territory.

Local governance is oriented towards innovative administration, with policies aimed at environmental quality and social welfare. The main objective is to reduce social asymmetries, aiming at the well-being of its residents.

## **MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY – USING CREATIVITY AS A DRIVER FOR ACTION**

*Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, applicant cities are invited to explain how they consider culture and creativity – particularly in the creative field concerned – to act as a driver for identifying opportunities and challenges, and thus to propose interventions that seek to maximize the potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face.*

In the late 1970s, Oeiras experienced significant population growth due to an influx of migrants from other regions of Portugal, as well as from former Portuguese colonies. In response to this challenge, Oeiras became the first Portuguese municipality to eliminate slums in the 1980s and 1990s. The economy of Oeiras is rooted in knowledge and innovation, positioning the city as a prominent hub for technology and research. In the 2017 and 2021 the electoral programmes of the winning political party placed a strong emphasis on education, science and culture, recognising these as the key strengths of projects based on human capital. Literature, books, and reading play a pivotal role in this vision, which has already become tangible through the robust activity of its libraries since the mid-1990s. This connection has been further strengthened by the establishment of the Poets' Park and the substantial enhancement of the programme's year-round offerings in language and literature since 2018. The municipality is also home to a significant creative hub focused on books, with prominent publishers, printers, and notable Portuguese-speaking authors and illustrators residing, or frequently visiting, the city. Additionally, the community is home to several organisations dedicated to the arts, including poetry and oral storytelling. These groups play a key role in promoting literature and fostering a love of reading. Collectively, these entities contribute to a vibrant and sustainable civic vision, one that is deeply rooted in the involvement of the local community, its associations, and collectives.

## **GLOBAL DEVELOPMENT STRATEGIES AND POLICIES**

*Presentation of the city's main and global development vision, strategies and policies, particularly those in line with the international development agendas, such as the United Nations' 2030 Agenda for Sustainable Development, African Union's Agenda 2063, etc., as well as with UNESCO's priorities in the field of culture highlighted in MONDIACULT 2022 Declaration.*

The municipality of Oeiras has achieved its leading position by pursuing a strategic vision focused on developing its knowledge, economy, social relations, and sustainability. This vision is supported by a robust educational and cultural infrastructure, which has played a crucial role in the region's advancement. The municipality of Oeiras is aligned with the SDGs 2030, as evidenced by the good practices recognised at the national level. These include the "Municipal Performance" award, which recognises municipalities that have demonstrated good practices in terms of indicators in Portugal, and the "Municipal Dynamics" award, given to municipalities that have distinguished themselves by presenting the most positive development actions in the country. These awards were presented by the National Council for the Environment and the University of Lisbon, which also awarded the municipality the "Good Practices Ensemble" accolade. Additionally, Oeiras was recently nominated as the first national municipality in the field of environmental sustainability and the fight against climate change, achieving the highest

possible score. The municipality's commitment to cultural diversity, particularly linguistic diversity, is exemplified by its support for the Mondiacult – World Conference on Cultural Policies and Sustainable Development. This commitment is further reinforced by the municipality's dedication to preserving both tangible and intangible cultural heritage, and Oeiras has a long and sustainable record of doing so regarding its palaces, historical farms, XVII century parks and gardens, and also regarding the concern about protecting and promoting the Portuguese language as a resource uniting countries from different continents, and encouraging understanding and peace. Literature, in Oeiras, is the connection between Culture and Education, fostering multilingualism, arts and all kinds of literacy. The Libraries Network of Oeiras are long-time defenders and have their action oriented by the UNESCO Manifest for Public Libraries, that proclaims the belief in the public library as a living force for education, culture and information, and as an essential agent for the fostering of peace and welfare through the minds of all people. Moreover, the UNESCO Manifest provides substantial support to cultural actors in Oeiras, ensuring that the cultural action programmes they design are aligned with international, national, regional, and local standards, and insuring there's a positive bias towards the most disadvantaged communities, and the proof of such is, as an example, the variety of dynamics regarding culture (language, music and cinema) that take place in Caxias prison, in Oeiras. The city aligns its dynamism in the field of books, reading, and literature with the SDGs and firmly protects cultural creation from any form of censorship. In line with the African Union's Agenda 2063, Oeiras fosters and implements collaborative initiatives with African nations, emphasizing partnerships and subsequent international projects. These endeavours are anchored in the rich cultural heritage of the region, encompassing both written literature and oral traditions.

## **EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY**

*Presentation of the main reasons behind the decision to submit an application to the UNESCO Creative Cities Network and the expected medium and long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation.*

The public libraries of Oeiras and the dynamics regarding books and literature are already highly regarded locally, regionally, and nationally, due to the quantity and quality of the proposals and projects throughout the year. By joining UNESCO's Creative Cities Network, Oeiras aims to increase and sustain its political, institutional, and social commitment to literature. The preparation of this nomination has already created a stimulating environment that encourages new ideas, such as the 'Livraria – Festa do Livro de Oeiras' (Oeiras Book Festival), 'De Braços Abertos - Um Bairro Leitor' (With Open Arms – A Reading Neighbourhood), and the 'Festival de Romance Histórico' (Historical Novel Festival), among others. The initiative's primary objective is to foster unity among diverse communities through the shared love of literature from national and international authors.

Portuguese literature has a global reach extending beyond national borders, since the Portuguese language is spoken by 260 million individuals worldwide, representing 3.7% of the global population, making it one of the most widely spoken language. This language issue is a significant asset for the initiative, and it is anticipated that Oeiras will serve as a model for integrating and human development policies centred on promoting literature and reading, as it will have a particular bounding bridge between countries and continents: the common spoken and written portuguese.

By joining the UNESCO Creative Cities Network in the field of literature, Oeiras will enhance its social, cultural and economic sustainable development, thus giving more visibility to the work that is already being implemented and benefiting from the experience of other cities in the UCCN. In the medium term, membership in the network is anticipated to strengthen the cultural identity of the city, promote social inclusion and education through culture, and enhance interaction and integration of cultural diversity within a unified community. Books, reading, and

literature serve as the connecting elements in this unified community. Additionally, an increase in cultural tourism is expected, as evidenced by the recent surge in related events, generating jobs and local investments.

## **PREPARATION PROCESS FOR THE APPLICATION**

*The design and preparation of the application submitted by the city should involve stakeholders from the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (1400 characters maximum with spaces).*

In the public sector, the Municipality of Oeiras spearheaded the process, collaborating closely with local institutions to align policies on culture, education, and sustainability with this nomination. We received significant support from public educational institutions, particularly schools, as literature is a fundamental pillar of educational practice in Oeiras. The prospect of enhancing and expanding this initiative is met with great enthusiasm by the educational community, especially teachers. They are a significant source of ideas and literary projects for children and young people.

In terms of the private sector, Oeiras has consulted profitable entities and has received enthusiastic feedback. A greater dynamism around literature is a lever for more sustainable and evolving financial results from the outset. For example, bookshops and printers are fully available to respond on a permanent basis to the challenges of a UNESCO Creative City, namely regarding the publishing activities that may grow significantly. Local non-profit civil society entities, such as storytelling associations and poetry promoters with read-alouds, are inherently focused on fostering projects related to books and reading. They have presented their ideas and hope that, with the approval of this process, their activity will become more dynamic, interesting, and even socially recognised. Professional associations and the community of leading Portuguese writers (as shown by the attached letters of support) believe that the recognition of Oeiras as a Creative City of Literature is, first of all, a fair recognition of the work that has been done over a long period of time, but it can also be the impetus for an even greater dynamic, making this municipality an international and pan-European benchmark for cities with a special vocation for literature.

The authors have also been involved in the work developed through their participation in the literary works published under the Municipal Publishing Seal "Os Livros de Oeiras." They have been consulted about their ideas and expectations for the near future, and they have played an active role in this nomination process. They recognise that the Municipal Libraries of Oeiras have transitioned from promoting reading to fostering literary creation, as evidenced by their commissioning of texts for the aforementioned literary production. This shift signifies a significant expansion in their role, positioning the Municipality as a crucial partner for the authors. They eagerly await the decision on this candidacy, anticipating that joining the UCCN will be an opportunity to share ideas and experiences with writers from other countries and cultures, thus enriching their own work.

## **COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK**

*In the following fields, the applicant cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicant cities are strongly advised to avoid presenting lists and to provide instead succinct and relevant information supported with data and examples, so that the city's cultural and creative assets can be assessed properly.*



## **ROLE AND FOUNDATIONS OF THE CREATIVE FIELD CONCERNED IN THE CITY'S HISTORY AND DEVELOPMENT**

The poet Cesário Verde and the writer Aquilino Ribeiro (19<sup>th</sup> and 20<sup>th</sup> centuries), both of whom lived and wrote in Oeiras, were leading national figures in the literary scene. The composer Alain Oulman (1928-1990) also lived in Oeiras and transformed classical poetry into the lyrics of the fado diva Amália Rodrigues. Writers such as José Luís Peixoto and Gonçalo M. Tavares (both winners of the José Saramago Prize), as well as emerging national talents, have been supported by the city. The Oeiras Poetry Competition, which has been held for 10 years, has since been renamed the Oeiras Poetry Prize. Each year, the competition receives over 700 submissions and, this year, more than 1200 were received, from four continents and 19 different countries. The establishment of Poets' Park was the brainchild of the writer and poet David Mourão-Ferreira, a prominent literary figure in Portugal. He played a pivotal role in the cultural dynamism of Oeiras in the 1990s as part of the Verney Municipal Library Programme. The municipality supports the publishing sector with initiatives such as the poetry.fm radio station (online), and has collaborated for over 20 years with institutions specialising in oral literary transmission, organising events and training storytellers, and more recently, institutions dedicated to poetry. Projects related to children's literature, illustration, and handmade printing have initiated in Oeiras and neighbouring areas. These include Planeta Tangerina, Pato Lógico, Máquina de Voar, Bichinho do Conto (now located in Óbidos, within Portugal's only UNESCO Creative City for Literature), and Qual Albatroz, widely recognised as a national leader in children's books and reading initiatives.

Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned. The information can be supported by data, statistics, and other indicators on its contribution to economic development and employment, number of cultural enterprises in the city, etc.

The results regarding books and reading in Oeiras (2023 data) reflect the municipality's commitment to this area. According to a study conducted by the survey company Consulmark in April and May 2024 (available in <https://www.oeiras.pt/-/estudo-praticas-culturais-oeiras>), 75% of the inhabitants of Oeiras had read at least one book in the previous year, with an average of seven books read per person, while in Portugal the reading average in 2024 was 5,6 books per person.. At least 17% of the population regularly uses libraries to access books, which justifies more than 100,000 loans per year (and in some years, more than 150,000). Between 2021 and 2024, the City Council invested €3,273,657 in its municipal libraries: 2021 - €822,955; 2022 - €531,540; 2023 - €932,378; 2024 - €986,784, of which approximately 35% will be invested in local service providers. Over the past four years, the City Council has supported 3,798 activities related to books, reading, literature, information, and knowledge, engaging a total of 120,740 participants. During the pandemic, 568 virtual activities were also conducted. The statistics can be further categorized as follows, regarding the 2021 to 2024 period: activities with a strong literary and oral component (1,327 activities and 37,036 participants); literary meetings and poetry (429 activities and 16,315 participants); training activities and workshops (1,533 activities and 14,847 participants); music, theatre, and cinema (mainly, but not exclusively, literary) (108 activities and 6,553 participants); illustration exhibitions (42 activities and 28,683 participants); and 359 other miscellaneous activities (17,306 participants).

## **DIFFERENT COMMUNITIES AND GROUPS ENGAGED IN, AND/OR THAT EARN THEIR LIVELIHOODS FROM, THE CREATIVE FIELD CONCERNED**

Since 2004, the Municipal Libraries have invested in a strategy of spoken word and storytelling, organising annual courses for amateur and professional storytellers. This initiative has resulted in the establishment of two organisations dedicated to book mediation and storytelling: Espaço and Gatafunho Bookshops. These organisations play a very important role in the activities of the libraries and independent bookshops. These organisations, in collaboration with other NGOs,

play a pivotal role in projects centred on literature and oral storytelling with underserved communities, including the Gypsy and Creole populations. These initiatives underscore the importance of cultural assets and storytelling in fostering social inclusion, but also should be mentioned that Oeiras Public Libraries have books in Creole, namely regarding poetry and considering the immigrant community from Cabo Verde. Independent bookshops also play a pivotal role in promoting literature. The Associação Luchapa organises the annual Poetry Marathon, which takes place on World Poetry Day in the cultural institutions of the municipality (Verney Municipal Library, Mercado de Oeiras [Oeiras Market], Egyptian Palace) and other private spaces (e.g., bookshops). This initiative involves hundreds of people from the local community who come to recite or listen to poetry being recited.

There are five reading groups in the Oeiras libraries. These groups are led by technical staff, who organise a total of more than 60 meetings per year. In 2025, a book containing texts written by members of these groups will be published to commemorate the 50<sup>th</sup> anniversary of the April 25 Revolution. The Coro de Leitura em Voz Alta (Reading Out Loud Choir), established in 2022 through a municipal initiative by Verney Municipal Library, rehearses biweekly, aiming to provide an opportunity for shared reading in an informal setting, comprising approximately thirty women from Oeiras.

Collectively, these groups contribute to the literary and cultural ecosystem in Oeiras, generating employment opportunities, promoting creative writing, and enhancing the sector as a whole.

#### **MAJOR FAIRS, CONFERENCES, CONVENTIONS, CONGRESSES, AND OTHER NATIONAL AND/OR INTERNATIONAL EVENTS ORGANIZED BY THE CITY OVER THE PAST FOUR YEARS, AIMED AT PROFESSIONALS AND PRACTITIONERS IN THE CREATIVE FIELD CONCERNED (CREATORS, PRODUCERS, MARKETERS, PROMOTERS, ETC.)**

Oeiras has played host to a number of national and international events focused on the creative sector, with a particular emphasis on literature. Since 2018, the municipality organises every year the Passa a Palavra Festival, focused on storytelling concerning children's and general literature. This initiative, held in the Historic Centre of Oeiras during the first week of November, fosters intergenerational and community dialogue by integrating storytelling with other performing arts. It highlights Oeiras's dedication to promoting oral storytelling on both the national and international stages, while also celebrating the year-round efforts of the Library and Language Promotion Department of the Municipality of Oeiras in promoting books and reading. This event has already partnered with the UNESCO Club of Paremiology, from Tavira (Algarve), regarding proverbs and literature of oral transmission.

The Mostra de Artes da Palavra (MAP - the Spoken Word Exhibition) is a festival of the spoken word in all its forms and possibilities. It is participatory and community-based, but with a strong emphasis on poetry. This cultural event, which has been running every year since 2021, celebrates the diversity and richness of the Portuguese language through a variety of artistic and literary events, offering the opportunity to explore the full scope of the language, and aiming at issues such as gender equality and human rights.

#### **MAJOR FESTIVALS, CONVENTIONS AND OTHER LARGE-SCALE EVENTS ORGANIZED BY THE CITY IN THE PAST FOUR YEARS IN THE CREATIVE FIELD CONCERNED, AIMED AT THE GENERAL AUDIENCE AT THE LOCAL, NATIONAL AND/OR INTERNATIONAL LEVEL**

The National Reading Contest is a programme designed to motivate students in all levels of mandatory education to develop a love of reading and to improve their reading comprehension skills. In 2021 Oeiras hosted the national finals.

The MAP (Spoken Word Exhibition, since 2021) is a multidisciplinary and cross-disciplinary festival exploring literature and its relationship with other disciplines. It showcases the contributions of curators to writers, poets, and artists, along with a series of participatory events.

The Passa a Palavra (Spread the Word) Festival (since 2018) is an event designed for audiences of all ages. It includes storytelling sessions, performances, artistic expression workshops, conversations, book presentations, and talks with writers. Street entertainment is also a part of the event.

The Oeiras Poetry Prize is a distinguished international award taking place since 2021, and recognising outstanding achievements in Portuguese-language poetry. It offers a significant annual award of €25,000, divided into two awards. This distinguished award draws inspiration from the remarkable legacy of the Poets' Park.

### **MAIN CURRICULUM MECHANISMS, COURSES AND PROGRAMMES AIMED AT PROMOTING CULTURE AND CREATIVITY, AS WELL AS ARTS EDUCATION IN THE CREATIVE FIELD CONCERNED ACROSS DIFFERENT EDUCATIONAL LEVELS**

Oeiras Educa+ is a unique programme developed by the municipality of Oeiras as part of its innovative education policy. The programme's primary objective is to consolidate all non-formal educational resources in Oeiras into a single comprehensive directory, meticulously organised into eight distinct thematic areas. Notably, the "Language and Literature" category accounts for an impressive 20% of the more than 2,600 activities offered annually.

Each year, a range of training activities are organised for professionals interested in acquiring new skills in the art of storytelling, mediating, and leading storytelling and read-aloud sessions. To this end, the municipality is inviting trainers specialising in the field of literacy. The Verney Municipal Library is promoting the Summer School collaborating with the Lisbon University (that provides the contents and the teachers), highlighting its themed courses such as "Cinema, philosophy and literature," "Philosophy and literature: crossroads", "Women's writing and resistance," and "Language and Cape Verde Culture". Every year, the municipal libraries organise the summer course, which includes several creative writing workshops. These workshops aim to stimulate creative potential, explore how everyday life can be used as a starting point for writing, and perfect strategies for renewing the written word with new resources and points of view. Thematic courses, such as "Estórias d'Os Lusíadas," which is comprised of four sessions taught by the poet and writer António Carlos Cortez, are also highly sought-after.

### **LIFELONG LEARNING, TERTIARY EDUCATION, VOCATIONAL SCHOOLS, TRAINING CENTRES, RESIDENCIES AND OTHER COMPLEMENTARY EDUCATION INSTITUTIONS SPECIALISED IN THE CREATIVE FIELD CONCERNED.**

The municipal libraries of Oeiras have played a leading role in lifelong learning and training in the field of books, reading and literature.

The training courses previously referenced offer in-depth, ongoing instruction in a variety of professional areas at the Oeiras Municipal Libraries and the Verney Municipal Library. The training courses and mini-courses included in the MAP Festival at the Passa a Palavra Festival are of particular importance. The Oeiras Teacher Training Centre has already developed the same accredited training course for teachers in the field of Philosophy for Children (with points of contact with literature) in 2022, and they intend to repeat it.

### **RESEARCH CENTRES, SPECIALIZED INSTITUTES AND PROGRAMMES THAT FOCUS ON RESEARCH AND DEVELOPMENT IN THE CREATIVE FIELD CONCERNED.**

The municipal libraries of Oeiras have successfully maintained the Centro Oeiras a Ler (Oeiras Reading Centre) since 2007 until 2015, and the municipality is committed to reactivating this centre in 2025, which will bring together professionals and academics in the field of books, reading, and literature. This initiative aims to enhance and deepen content and study national and international reading practices. This initiative will establish a pivotal connection with the National Reading Plan, leading to the formulation of innovative pilot strategies that promote literature in underprivileged and challenging environments. These strategies will be disseminated from Oeiras to various regions throughout the country.

The Oeiras a Ler (Oeiras Reading) Meetings will continue, and started in 2006. These meetings bring together professionals in the field of libraries, information, knowledge, and reading. These meetings feature a wide variety of formats. These meetings also serve as a networking platform, encouraging professionals to attend each other's events both nationally and internationally. These events facilitate the exchange of best practices among professionals. Following each meeting, a Caderno Encontro Oeiras a Ler (Oeiras Reading Meeting Journal) is published, which compiles all the contributions made by the guests. This publication is available not only in the Centro Oeiras a Ler collection, but also to anyone wishing to acquire it.

The Verney Municipal Library (as already mentioned) promotes each year (since 2021) the Summer School in Oeiras in the fields of Literature and Philosophy, collaborating with the Lisbon University (that provides the contents and the teachers).

#### **RECOGNIZED INFRASTRUCTURE FOR THE CREATION, PRODUCTION AND DISSEMINATION OF ACTIVITIES, GOODS AND SERVICES IN THE CREATIVE FIELD CONCERNED, AT THE PROFESSIONAL LEVEL (FOR EXAMPLE, CENTRES FOR PROFESSIONALS, CULTURAL ENTERPRISE INCUBATORS, CHAMBERS OF COMMERCE WITH SPECIFIC PROGRAMMES FOR CULTURAL GOODS AND SERVICES, ETC.)**

The Oeiras Teacher Training Centre is a clear standout in this context, consistently participating in the initiatives of the municipal libraries. The digital infrastructure of the Oeiras Poetry Prize unites hundreds of entries from Portuguese-speaking countries, showcasing its global reach. The electronic platforms associated with the regular activities of the Municipal Libraries and Bookshops, along with more specific events, are also noteworthy. These include the libraries' website, social networks, and those of the municipality (Instagram, Facebook, and YouTube), the MAP Festival, the Passa a Palavra Festival, poesia.fm, Histórias de Vida (Life Histories), Memórias de Oeiras (Oeiras Memories), and the Mural Project. Collectively, the Mural Project represents a comprehensive effort to shed light on the experiences of political prisoners at Caxias prison; this project fostered a more intense relation between the Municipality and Caxias Prison, and nowadays Oeiras Public Libraries provides books, activities regarding poetry and other cultural events for the inmates.

#### **MAIN FACILITIES AND CULTURAL SPACES DEDICATED TO PRACTICE, PROMOTION AND DISSEMINATION IN THE CREATIVE FIELD CONCERNED, AIMED AT THE GENERAL PUBLIC AND/OR SPECIFIC AUDIENCES (SUCH AS YOUTH, WOMEN, VULNERABLE GROUPS, ETC.)**

The Municipal Libraries of Oeiras, the Poets' Park, the Temple of Poetry, the Verney Municipal Library, the Bibliomóvel (Mobile Library), and, during the summer months, the Beach Libraries, are all distinguished venues for the promotion of books, reading, and literature. Oeiras also uses the Marquês de Pombal Palace and the city's main squares, which feature bookshops, cultural centres, and local associations. These venues play a significant role in hosting literary events. The Municipal Libraries of Oeiras play a significant role in these events, including the Oeiras Festivals, Christmas celebrations at the Marquês de Pombal Palace, and the Corrida do Tejo (Tagus Race), where they distribute between 10,000 and 15,000 books annually from citizen



donations. These libraries also serve as points of contact with the digital networks discussed previously.

**PRESENT A MAXIMUM OF THREE MAJOR PROGRAMMES OR PROJECTS DEVELOPED BY THE CITY IN THE PAST FOUR YEARS TO PROMOTE WIDER PARTICIPATION IN CULTURAL LIFE IN THE CREATIVE FIELD CONCERNED, PARTICULARLY THOSE AIMED AT DISADVANTAGED OR VULNERABLE SOCIAL GROUPS.**

Since 2018, the Passa a Palavra Festival presents a week-long programme of written and oral literature and illustration for a variety of audiences. This festival has led to the publication of two books: 'Memórias do Mercado de Oeiras' (2023) and 'Memórias do Mercado de Algés' (2024), which collect the testimonies of vendors in the municipal markets, some with decades of stories to tell and preserve; and Mostra de Artes da Palavra, which has an approach that consists of a longer programme (from June to the end of the year), developing different activities throughout the municipality. The emphasis is on multidisciplinary activities, combining music, visual arts, conferences, workshops, and debates, with a strong civic approach, promoting the spoken word as a privileged instrument with younger school audiences, as part of an eloquence contest called A Voz (The Voice). The Passa a Palavra Festival also aims at disadvantaged groups, working with teenagers from a particular area of the city that has families with lower incomes, providing these teenagers not only with activities concerning literature, reading and writing but also giving them the opportunity to work as volunteers in the organization of the Festival itself.

Since 2023, the libraries have successfully developed the Um Livro, Uma Comunidade (One Book, One Community) project, creating a significant community of readers. This community includes secondary school students, civil servants, participants in the five reading groups, the business public, and the general public. Each year, a Portuguese author champions the project. This patronage has led to the publication of 1,000 copies of the selected book under the Os Livros de Oeiras municipal publishing seal. These copies were distributed free of charge to the community, who were invited to participate in the various activities developed around the book over the course of a week, with the author in attendance. Special attention is given to Senior Universities, mainly composed of retired (but social active) members of the community; the members of the Universities (quite popular in Oeiras) are fully engaged in these public meetings, discussing public issues that are brought to light by the power of fiction novels; also youngsters are encouraged to talk about connections between the fiction they read and issues that matter to them, such as gender equality, human rights and emigration.

The Public Libraries of Oeiras have a service for people who have mobility disadvantages, and that allows that anyone can borrow books requesting them by phone, and those same books are delivered in the house of the patron, free of charge.

**PRESENT A MAXIMUM OF THREE MAJOR PROGRAMMES OR PROJECTS DEVELOPED IN THE PAST FOUR YEARS IN THE CREATIVE FIELD CONCERNED THAT HAVE HELPED TO CREATE AND/OR STRENGTHEN RELATIONS OF COOPERATION BETWEEN DIFFERENT ACTORS, INCLUDING THE LOCAL GOVERNMENT, THE PRIVATE SECTOR, CREATORS, CIVIL SOCIETY, ACADEMIA AND/OR OTHER RELEVANT STAKEHOLDERS.**

MAP – the Spoken Word Exhibition - is a collaborative effort with the municipality and the Associação a Palavra, engaging civil society in its programming since 2021, and taking place every year since. As a cultural event, MAP promotes the empowerment of communities, the development of citizenship, and the promotion of writing and reading, in conjunction with local associations.

The Passa a Palavra Festival (2018 until the present day, on a yearly basis) is the result of a coherent partnership between the municipality and the Associação Cultural Contabandistas de Estórias and the Cooperativa Chão Nosso. This partnership aims to put oral storytelling and

reading at the service of the community. It is noteworthy that the Contabandistas de Estórias (Story Smugglers) emerged from a training programme for storytellers, which was initiated by the municipal libraries in 2005.

The Mural project is of particular importance because, to mark the 50<sup>th</sup> anniversary of the revolution of 25 April, it led the libraries to make a video recording of the testimonies of political prisoners from the Caxias prison (Oeiras). These testimonies will be transformed into a book, a graphic novel aimed at a young audience. Collaboration with URAP - União de Resistências Antifascistas Portuguesas (Portuguese Anti-Fascist Resistance Union) proved to be pivotal for the success of this endeavour.

### **ROLE AND IMPACT OF THE MAIN PROFESSIONAL, INDUSTRIAL OR SECTORAL, AND NON-GOVERNMENTAL CIVIL SOCIETY ORGANIZATIONS THAT ARE ACTIVE IN THE CITY IN THE CREATIVE FIELD CONCERNED.**

The municipality of Oeiras has a strong commitment to education and cultural enrichment, as evidenced by its active collaboration with the senior universities of Oeiras and the network of school libraries. This network, established through a protocol between the Ministry of Education and the municipality of Oeiras, has a significant impact on the municipality, particularly in terms of providing technical and programmatic support to school libraries. It is also noteworthy that Oeiras' libraries are part of the UNESCO National Commission's network of associated libraries. This interaction fosters the exchange of best practices, which benefits the municipality of Oeiras. Similarly, the membership of the municipal libraries of Oeiras in the European Bureau of Library, Information and Documentation Associations (EBLIDA) contributes to this benefit.

Additionally, the municipality of Oeiras benefits from the technical support of the Directorate-General for Books, Archives and Libraries (DGLAB), as part of the National Network of Public Libraries since the 1990s, as well as the National Reading Plan (PNL). This inter-ministerial unit is responsible for guiding all national policies that promote reading. More recently, the libraries of Oeiras have played a pivotal role in the development of the Lisbon Metropolitan Area Library Network, with the potential to generate significant economies of scale and other benefits in the future.

Finally, we should mention the specialist training opportunities that arise from the Oeiras municipal libraries' membership of the Portuguese Association of Librarians, Archivists and Information Professionals. Also important is the role played by non-governmental civil society organizations as Associação A Palavra and Associação Luchapa (MAP) and Cooperativa Chão Nosso and Contabandistas the Estórias (Festival Passa a Palavra), among others, who actively play a role regarding organizing events with the municipality of Oeiras.

### **MAIN INITIATIVES, POLICIES, GUIDELINES, PROGRAMMES AND MEASURES, IMPLEMENTED BY THE CITY IN THE PAST FOUR YEARS TO IMPROVE THE STATUS OF CREATORS AND PROFESSIONALS AND TO SUPPORT CREATIVE WORK, PARTICULARLY IN THE CREATIVE FIELD CONCERNED.**

The municipal publishing seal created in 2021, Livros de Oeiras (Books of Oeiras), is an innovative initiative promoted by the municipality with the aim of stimulating literary production and promoting reading. The seal's unique design and graphic line set it apart from other Portuguese municipalities. Under this initiative, literary works are produced and published, covering a variety of genres from fiction to poetry to children's literature. Examples include the short story books: 'Biblioteca: Narrativas,' 'Confesso que Bebi,' the publication of books by all the winners and honourable mentions in the Revelation modality of the Oeiras Poetry Prize, the creation of an original children's book for a junior edition of the One Book, One Community project.

The annual publication of books created in collaboration by hundreds of Oeiras undergraduates as part of the Fábrica de Histórias project (since 2022) is another notable achievement. This project is a cooperative effort between the municipal libraries and the Cabeçudos bookshop, a significant partner that was awarded the National Reading Plan's Ler Mais prize. This initiative aims to foster the growth and development of Lusophone authors and emerging creators, particularly children, by providing them with a platform to showcase their talents.

It is noteworthy that the Spoken Word Exhibition (MAP) incorporates a competitive element focused on oratory and eloquence (VOICE - The Power of the Word, since 2022), which fosters the development of novel values in declamation and spoken word.

### **MAIN INITIATIVES, POLICIES, GUIDELINES, PROGRAMMES AND MEASURES, IMPLEMENTED BY THE CITY IN THE PAST FOUR YEARS TO SUPPORT AND ENHANCE LOCAL CULTURAL INDUSTRIES IN THE CREATIVE FIELD CONCERNED.**

It is important to note that part of the financial investment allocated to all the initiatives already presented is earmarked for local agents. For example, in the case of the Libraries, a documentary collection is regularly acquired from them to meet the immediate needs of the Municipal Libraries. In the years 2021-2024 42.000 books were acquired.

In the case of storytelling associations, they regularly receive services and support for the production of events, in collaboration with the Oeiras municipal libraries and the Verney Municipal Library. Between 2021 and 2024, 3798 events were organised.

In addition to other non-profit associations (universities and other associations), it is important to highlight the support in terms of resources, infrastructure, logistics and communication that the City Council provides for their activities related to books, reading and literature. Between 2021 and 2024 over one million euros were dedicated to the funding or co-funding of activities in the fields of literature organized and produced with (or by) non-profit associations.

Oeiras EDUCA+ is a programme administered by Oeiras City Council and developed as part of the city's education policy. The Oeiras EDUCA+ portal serves as a direct communication channel between educators in Oeiras and the municipality, facilitating access to research resources and activities aligned with teaching level or subject area. In the case of Literature, the programme plays a key role in fostering significant local collaborations, resulting in activities that align with the educational community's needs. Between 2021 and 2024, 1210 activities were organised, for 33.076 students.

### **MAIN INTERNATIONAL AND/OR REGIONAL COOPERATION INITIATIVES IN THE CREATIVE FIELD CONCERNED, DEVELOPED WITH CITIES FROM DIFFERENT COUNTRIES IN THE PAST FOUR YEARS.**

Tens of thousands of books (56.613 to be more precise) are being provided to libraries in Portuguese-speaking countries free of charge, with a particular emphasis on support for Ilha Brava (Cape Verde), Inhambane (Mozambique), and Príncipe (São Tomé and Príncipe). In addition to the recent cooperation within the framework of the Oeiras Poetry Prize, which, thanks to exchanges with the heirs of the Angolan poet Alda Lara, will enable the Portuguese municipality to produce a collection of poetry by this writer and send 2.000 copies to schools in the capital of Angola and the city of Benguela.

Café com Letras (Meetings with Writers) was established in 2007 with the objective of fostering interactions between renowned Portuguese and foreign authors and their audiences. This event has been held over 100 times and is still active on a monthly basis and, since the pandemic, has been broadcasted online in real time, serving all the countries with Portuguese-speaking communities around the world and creating synergies between them. The following entities are involved: the Municipality of Oeiras and its network of libraries, and a number of institutions in

the Portuguese-speaking world related to Portuguese literature and language: Instituto Camões (Camões Institute), Centro Nacional de Cultura (National Culture Centre), Fundação Fernando Leite Couto (Fernando Leite Couto Foundation based in Mozambique), FILIPOÇOS (Brazilian Literary Festival) and UCCLA (Union of Portuguese-speaking Capitals), among others. In addition to the Café com Letras, Todos os Livros, a series of meetings with writers who are less known for their literary excellence, but who are known for their sales volume, creates a programming front that aims to integrate all audiences.

The highlight has been the recording in the municipal libraries of Oeiras, in recent years (since 2021), of the national literary promotion programme 'Todas As Palavras', broadcast by the Portuguese television channel RTP, and the more recent programme 'Mil Vezes Camões', one of the episodes of which was also recorded at a cultural institution in Oeiras: the Anjos Palace.

#### **MAJOR PROGRAMMES OR PROJECTS IMPLEMENTED IN THE LAST FOUR YEARS THAT DIRECTLY OR INDIRECTLY SUPPORT AND CREATE SYNERGIES WITH AT LEAST ONE OF THE OTHER CREATIVE FIELDS IN THE NETWORK.**

The Nós, Leitores (We, the Readers, since 2021) project invites prominent figures from Portuguese society who are distinguished by their professional/artistic activity to discuss their reading experience. Previous guests have included musicians Mafalda Veiga and Luís Represas. The MAP series features talks on poetry and music with artists Tim, Sónia Tavares, Tó Trips, and Fernando Ribeiro, focusing on their reading experience and its influence on their personal and professional development. The event "Fado Camões," performed by fado singer Lina, is a musical show dedicated to the words of Luís de Camões, whose fifth centenary of his birth was celebrated in 2024. This event is an example of the integration of music and literature.

The theatrical show "Sr. Ibrahim e as Flores do Corão" (2023), a monologue by Eric-Emmanuel Schmitt, brought together books, music and theatre in perfect harmony, and took place in the Municipal Libraries, as did the play "Nome: Natália". The play 'Nome: Natália' (2024), which offered the public the opportunity to learn about the life of Natália Correia, a unique figure in national literature and one of the most important voices in the anti-fascist resistance movement. The poetry recital 'Verbo Feminino' (2022), in which the actress Natália Luiza recited some of the great poets of the Portuguese language and Rui Rebelo provided the musical accompaniment to this appeal to the diverse voices of women from four continents who write in Portuguese, is also part of this interaction between literature, music and the performing arts.

#### **MAIN INTERNATIONAL COOPERATION INITIATIVES AND/OR PARTNERSHIPS DEVELOPED IN THE PAST FOUR YEARS INVOLVING AT LEAST TWO OF THE EIGHT CREATIVE FIELDS COVERED BY THE NETWORK (CROSSCUTTING AND/OR TRANS-SECTORAL PROJECTS)**

##### **LITERATURE AND MEDIA ARTS**

The MAP Festival, which celebrates the word and its relationship with other art forms such as photography since 2021, is associated with Versopolis, a European poetry platform that creates new opportunities for emerging European poets and whose annual meeting to map the future of poetry festivals in Europe and support creators will be held in Oeiras, in January 2025, at the Temple of Poetry – Poets' Park. As previously mentioned, Café com Letras has become a virtual space for the dissemination of Portuguese-language literature. It includes cooperation with several Portuguese, Brazilian, Mozambican, and Angolan institutions, as well as involvement in Portuguese cooperation around the world. The Oeiras Poetry Prize (since 2021) is promoted by various entities around the world involved in Portuguese-language books, reading, and literature, including all the embassies of Portuguese-speaking countries in South America, Africa, and Asia.

## **MEDIA ARTS**

The MAP Festival features MOON since 2024, an international festival dedicated to video poetry and the fine line between the spoken word and the moving image, between film and poetry, and between sound and landscape. For two days, the Temple of Poetry will showcase a range of national and international works selected following an open call for entries from around the world. The MOON programme, the International Festival of Video Poetry, will also include a conversation between directors, a film screening, and a film music concert.

## **LITERATURE AND GASTRONOMY**

In the realm of gastronomy and wine tourism, the municipality of Oeiras has strategically aligned itself with the Os Livros de Oeiras brand, a unique initiative that encompasses an original storybook bearing the municipal seal. This initiative, titled "Confesso que Bebi," and published in 2024, is intricately intertwined with Carcavelos Villa Oeiras wine, a fortified wine crafted with expertise within the municipality of Oeiras. Its export in a gift box, including a bottle and a book, notably to Brazil and Angola, is a good example of how literature and gastronomy can be harmoniously combined.

## **MAIN FACILITIES AND INFRASTRUCTURE MADE AVAILABLE AS WELL AS ACTIVITIES (FAIRS, CONFERENCES, CONVENTIONS, ETC.) ORGANIZED BY THE CITY IN THE PAST FOUR YEARS, AIMED AT PROMOTING THE CREATIVE FIELDS COVERED BY THE NETWORK OTHER THAN THE SELECTED ONE IN THE APPLICATION.**

OperaFest (since 2024) is an opera festival held in the 18<sup>th</sup>-century gardens of the Marquês de Pombal Palace.

Somersby Out Jazz is an annual event (since 2021) that combines urban culture and nature with music from soul, funk, jazz, and hip-hop. It takes place every weekend, from May to September, in different venues, such as the Poets' Park, the Miraflares Municipal Park, the Gardens of Quinta Real de Caxias, the Jamor Municipal Park and the Gardens of the Marquês de Pombal Palace.

The 'Sete Sois, Sete Luas' folk music festival has been held for more than thirty years in the municipality of Oeiras (in the monumental heritage space of the Fábrica da Pólvora de Barcarena (Barcarena Gunpowder Factory), in an open-air auditorium known as the Pátio do Enxugo). This initiative covers a large part of southern Europe.

'Há Prova' (since 2021) is a gastronomic and wine tourism event that is hosted in the city's monumental heritage, in this case the Marquês de Pombal Palace.

The Oeiras Piano Competition (since 2017) and the Oeiras International Piano Festival (since 2018) are renowned musical events that attract distinguished guest pianists. They are held at the prestigious Ruy de Carvalho Municipal Auditorium, which also hosts the CROMA contemporary music festival (since 2022), widely regarded as the most significant event of its kind in our country.

The West Coast Early Music Festival (since 2019), which brings the best of early music to Oeiras, taking place in dozens of churches and chapels throughout the region.

Two noteworthy events are 'Soam as Guitarras' (since 2019), which presents pop and rock music by the best national performers, and 'Vozes do Fado' (since 2018), which, as its name suggests, is dedicated to national popular music. Both events take place in auditoriums. These include municipal auditoriums (Ruy de Carvalho Municipal Auditorium, Eunice Muñoz Municipal Auditorium, Amélia Rey Colaço Municipal Theatre, Lourdes Norberto Municipal Auditorium, José de Castro Cultural Centre, Novo Espaço Auditorium, Temple of Poetry Auditorium and Almeida Garrett Open Air Amphitheatre) and cultural sites such as the Convent of Cartuxa. The



area is home to a variety of cinematic events, including Italian and French film festivals, masterclasses led by renowned auteurs, and screenings of children's films, featuring a selection of the finest short and feature-length works. Independent festivals are also organised in various municipal auditoriums, such as the César Batalha Municipal Auditorium, in addition to those already mentioned.

The cultural offerings are further enriched by the Oeiras Municipal Libraries, which boasts three branches in Oeiras, Algés, and Carnaxide, the Verney Municipal Library, and the Temple of Poetry. The Temple of Poetry not only hosts regular events on books, reading, and literature but also serves as a venue for various initiatives.

All of these venues are easily accessible by public transports, which include the metropolitan services of train and bus, and also a free bus network provided by the municipality.

### **PROVIDE DETAILED INFORMATION OF THE CITY'S OVERALL PROCEEDS AND EXPENDITURES OVER THE LAST FOUR YEARS, SHOWING AMOUNTS DEVOTED TO AND GENERATED FROM THE CREATIVE FIELD CONCERNED.**

The vast majority of cultural initiatives related to books, reading, and literature in Oeiras are free, to reach our goal of generalising and democratising access to activities related to books, reading, and literature, and corresponding to a significant investment of the municipality. We aim to further increase reading rates in the municipality of Oeiras, which are already high compared to the national benchmark.

In addition to the acquisition of books for the municipal and school libraries (the city council allocates approximately €20,000 per year for school library acquisitions and between €40,000 and €50,000 per year for municipal library acquisitions), and the refurbishment of furniture throughout the last few years.

It is important to mention the following values:

#### **2021**

Municipal budget: €189,946,388

Culture: €7,100,000

Libraries and language promotion: €531,540

MAP Festival: €194,650

Passa a Palavra Festival: €75,000

Meetings with writers: €24,210

Literature and creative writing courses: €15,310

1<sup>st</sup> Oeiras Poetry Prize: €10,000

'Os Livros de Oeiras' editorial production: €10,312

#### **2022**

Municipal budget: €245,554,853

Culture: €7,507,091

Libraries and language promotion: €822,955

MAP Festival: €200,000

Passa a Palavra Festival: €75,000

Meetings with writers: €31,300

Literature and creative writing courses: €18,340

Poesia FM: €125,000

'Os Livros de Oeiras' editorial production: €15,650

#### **2023**

Municipal budget: €272,815,294

Culture: €8,681,760

Libraries and language promotion: €932,378  
MAP Festival: €182,000  
Passa a Palavra Festival: €65,540  
Meetings with writers: €33,200  
Literature and creative writing courses: €21,300  
'Os Livros de Oeiras' editorial production: €26,300

## **2024**

Municipal budget: €290,705,454  
Culture: €10,518,072  
Libraries and language promotion: €986,784  
MAP Festival: €185,100  
Passa a Palavra Festival: €71,000  
Meetings with writers: €33,400  
Literature and creative writing courses: €22,850  
'Os Livros de Oeiras' editorial production: €35,230  
2<sup>nd</sup> Oeiras Poetry Prize: €15,500

## **CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK**

*In this section, the applicant cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to implement and achieve the Network's objectives: strategically placing culture and creativity as drivers of sustainable development at the local and international levels.*

*The proposed initiatives should correspond to the objectives and the areas of action specified in the Network's Mission Statement. Applicant cities are requested to have good knowledge of this document before filling in this section. The action plan and the proposed initiatives should be realistic, coherent and feasible, and in line with the United Nations 2030 Agenda for Sustainable Development and the MONDIACULT 2022 Declaration. It is recommended to describe the main planned initiatives in a meaningful manner rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan and to report on its implementation via the compulsory Reporting Exercise.*

## **PRESENTATION OF A MAXIMUM OF THREE MAJOR INITIATIVES, PROGRAMMES AND/OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE NETWORK AT THE CITY LEVEL BY ENHANCING THE ROLE OF CULTURE AND CREATIVITY IN SUSTAINABLE DEVELOPMENT.**

*It is recommended that two of the proposed initiatives, programmes and/or projects should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovativeness of the approach. Initiatives, programmes and/or projects supported by and/or involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged.*

The municipality of Oeiras will continue with all the initiatives already set out in this bid, namely: the Passa a Palavra Festival, the MAP Festival, the One Book, One Community programme, and Poesia.FM, along with ongoing initiatives such as book presentations, author dialogues, training sessions, storytelling sessions, and a wide range of activities focused on books, reading, and literature. These initiatives are offered in Oeiras in the form of numerous events annually.

Three of the projects planned in this area are the 'Livraria – Festa do Livro de Oeiras' (Oeiras Book Festival), 'De Braços Abertos - Um Bairro Leitor' (With Open Arms – A Reading Neighbourhood), and the 'Festival de Romance Histórico' (Historical Novel Festival). These

events are combined with the 'Há Prova' (gastronomy and wine tourism) and Operafest (music) events.

### **LIVRARIA - FESTA DO LIVRO DE OEIRAS**

The decision by publishers not to be represented at book fairs throughout the country, with the exception of the Lisbon Book Fair, has resulted in a loss of event identity and a transition of responsibility to distributors. This shift has resulted in book fairs lacking a curated selection of books, resembling more closely book markets where price is the primary draw for the public. There is an urgent need to rebuild events that are based on careful curation and in which visitors feel that they are the centre of attention and not just consumers.

The municipality of Oeiras will create a book fair that celebrates bookshops. The objective is to replace the sales stands currently occupied by distributors with stands representing some of the most distinguished Portuguese bookshops. This initiative will offer a return to Portugal through some of the cultural landmarks that are emblematic of the country, spanning the north to the south. We encourage each guest bookshop to reflect the conservation and care that goes into their physical shops on their respective stands. Regarding programming, the 'Livraria' Festival will be a family-friendly space offering multidisciplinary events, music, theatre, and dance, with a particular emphasis on literature.

A distinguishing feature of this project is the potential partnership with the Portuguese Publishers' and Booksellers' Association, which is a signatory to one of the letters of comfort in this bid. The Association has a history of promoting trade fairs with publishers, and in this unique and extraordinary case, it would be joining forces with the municipality of Oeiras for an official joint event with the most prominent Portuguese bookshops.

### **DE BRAÇOS ABERTOS – UM BAIRRO LEITOR**

"De Braços Abertos - Um Bairro Leitor" is a community intervention plan based on reading. In close collaboration with the National Reading Plan, which has endorsed one of the letters of comfort for this candidacy, the objective is to establish an ongoing initiative in the area. This initiative will not only cater to an underprivileged community in the municipal area but also promote interaction between this community and its neighbouring communities. This interaction will foster stronger bonds of good neighbourliness, solidarity, and mutual aid. By focusing on children and young people of school age, as well as their families, the aim is not only to create an environment conducive to reading, but also to lay the foundations for a pilot project that will be replicated in Oeiras and subsequently throughout the National Reading Plan, to be disseminated throughout Portugal, in similar areas.

Community reading projects are essential for strengthening culture and social cohesion. These projects aim to promote reading and a love of books among diverse audiences, including young people and adults, often in contexts of social or geographical vulnerability. The importance of these projects can be understood from a number of angles, such as the promotion of reading and literacy, the promotion of social inclusion, the enhancement of local identity and culture, the development of social skills, the stimulation of critical thinking, and the promotion of intergenerational solidarity.

### **FESTIVAL DE ROMANCE HISTÓRICO (link with other creative fields)**

In association with Operafest (music) and 'Há Prova' (gastronomy and wine tourism) events, the municipality of Oeiras intends to combine these initiatives, in the form of parallel programming, with events linked to the national and international historical novel. This initiative follows the success of previous Operafest and 'Há Prova' events, which took place in 18<sup>th</sup>-century heritage areas that were strongly influenced by the Age of Enlightenment. Operafest often features 17<sup>th</sup>-century music. This parallel programme, which enhances the gastronomic and wine offerings, is gradually gaining its own space, evolving into a festival dedicated to historical romance. The programme will feature meetings with writers, lectures on history and literature, creative writing

courses, and training courses combined with workshops in historical research and palaeography. It is important to note that the programme's focus on the 18<sup>th</sup> century does not exclude the exploration of more recent eras, particularly the historical novel, which is closely associated with the modern and contemporary eras. This is particularly relevant for Portugal in the context of the 50<sup>th</sup> anniversary of the Carnation Revolution, which took place on April 25, 1974.

## **PRESENTATION OF A MAXIMUM OF THREE MAJOR INITIATIVES, PROGRAMMES AND/OR PROJECTS AIMED AT ACHIEVING THE NETWORK'S OBJECTIVES ON AN INTERNATIONAL LEVEL, PARTICULARLY THOSE INVOLVING OTHER MEMBER CITIES OF THE NETWORK.**

*The presentation of the proposed initiatives, programmes and/or projects should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovativeness of the approach. Initiatives supporting the promotion of the Network in under-represented regions and countries, as well as actions involving cities in developing countries to strengthen North-South and South-South cooperation, are encouraged. A cross-cutting initiative linking more than one creative field covered by the Network may be presented.*

## **OS LIVROS DE OEIRAS - Development of the editorial line and internationalisation**

The Os Livros de Oeiras publishing policy aligns with a municipal initiative that has fostered the creative writing of both emerging and established authors. Examples of this include the books "Biblioteca: narrativas" and "Confesso que Bebi," which feature original texts dedicated to the themes of libraries (in the form of short stories) and the pleasure of drinking (also in the form of short stories and with the Villa Oeiras wine as its theme, produced by the municipality). Writers such as Ana Bárbara Pedrosa, Dulce Maria Cardoso, José Jorge Letria, Mário Cláudio, Nuno Camarneiro, Richard Zimler, Rita Ferro, Rui Couceiro, Susana Moreira Marques, Tânia Ganho, Mia Couto (Mozambique), Afonso Cruz, Afonso Reis Cabral, Ana Margarida de Carvalho, Ana Maria Magalhães, Ana Teresa Pereira, Bruno Vieira Amaral, Isabel Alçada, Isabel Rio Novo, Isabela Figueiredo, Itamar Vieira Júnior (Brazil), Joana Bértholo, João de Melo, João Pinto Coelho, José Gil, José Luís Peixoto, José Mário Silva, Julián Fuks (Brazil), Marlene Ferraz, Ondjaki (Angola), Patrícia Reis, Possidónio Cachapa, Rui Cardoso Martins, Sandro William Junqueira, Teolinda Gersão, Francisco Moita Flores and Valério Romão represent the creators of the most innovative and coherent work in the Portuguese language. All of them have had texts published by Os Livros de Oeiras. The municipality of Oeiras aims to initiate commercial online distribution of these works in January 2025. Currently, they are exclusively available for purchase in the municipality's physical outlets. However, by the time this candidacy is reviewed, commercial distribution will have been established. Additionally, the municipality intends to translate at least one literary work from its portfolio into English and/or Spanish annually to enhance the international visibility of these publications. This translation project could be articulated and supported by the Directorate-General for Books, Archives and Libraries (which subscribes to one of the comfort letters of this candidacy). It is also important to note that there is, in press, an original graphic novel and a children's book, on the 50<sup>th</sup> anniversary of 25 April, which will also be published by this publisher, and whose intention is also to be translated. Additionally, there is a firm intention to promote the publication of at least two original works of fiction (poetry or prose) each year, as part of Os Livros de Oeiras. This translation will also be used to connect with other UCCN Literature capitals that are both English or Spanish speaking such as Dublin, Barcelona, Montevideo, Granada, Manchester or Norwich, as Oeiras intends to foster its literary publishing dynamic internationally. The Livros de Oeiras also have an investigation line of work that is related to the figure of the Marques de Pombal, a prominent politician from the XVIII century, and a collection of books is being published together with the municipalities of Lisbon and Pombal.

## **OEIRAS POETRY PRIZE**

Over the years, the municipality of Oeiras has assumed the role of promoter and patron of poetry, the highest representative of this affirmation. Beyond the many annual initiatives, the

Poets' Park is the most prominent of these. This infrastructure was designed to be a place of fun and leisure, but also of discovery for Portuguese-speaking poets. It features 60 authors from the 13<sup>th</sup> to the 20<sup>th</sup> centuries represented in sculptures.

The Oeiras City Council has decided to create the Oeiras Poetry Prize to reinforce its strong commitment to this literary genre. In the inaugural year, the council received a total of 733 entries in the Revelation and Commendation categories. The following year, in 2024, the number of entries surpassed 750 in both categories. In the inaugural year, the Brazilian Eucanaã Ferraz was honoured in the Commendation category, and in the second year, the Portuguese Maria do Rosário Pedreira received the same distinction. In the Revelation category, the winners and honourees were also of Portuguese and Brazilian nationality.

The municipality of Oeiras aims to raise awareness of this competition so that, within three years, more than 60% of candidates will come from Portuguese-speaking countries other than Portugal, bearing in mind that Portugal accounts for just under 5% of the world's Portuguese-speaking population (260 million). To this end, the municipality intends to enhance the dissemination and communication of this project, and is also relying on Camões Institute and its global delegations, as well as the embassies of Portuguese-speaking countries in South America, Africa, and Asia. The Temple of Poetry is also intended to be a creative hub for the dissemination of digital content produced by local young people (art students). These students will be challenged to generate exhibitions on virtual screens by means of independent and alternative productions, and outside institutional supervision. These exhibitions will be displayed on large screens installed in the space, drawing inspiration from the works recognised with the Commendation and Revelation awards at the Oeiras Poetry Prize. The role of these groups of independent entrepreneurs should be encouraged and supported, as they will be instrumental in achieving the objectives of UNESCO's Creative City and the network that makes it up. It is important to notice that, regarding 2025, Oeiras received more than 1200 entries from 19 countries over 4 continents, and that different cities across the world will receive the ceremony of awarding the prize to the Commendation category, which as already begun in Angola, in 2024, in the city of Benguela.

#### **ESTIMATED BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN**

*It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked to local and international activities respectively. All of the resources that the city expects to allocate should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any existing funding or envisaged funding opportunities with national, regional and international funding agencies such as development banks and institutions, in order to complement the budget from the municipality itself. Alternative and innovative fundraising mechanisms may be presented. The evaluation will not be made on the basis of the size of the proposed budget but in terms of its feasibility, coherence, achievability and sustainability in relation to the proposed action plan.*

The municipality of Oeiras has a long-standing commitment to funding culture, as outlined in point 4.20 of this candidacy. While the national ratio has long been expected to reach 1% of the general State budget for culture, in Oeiras it has consistently exceeded 3% of each annual overall budget.

Therefore, the values are essentially counted which apply to the projects above, since all the others to be maintained are already included in the usual and regular budgets, bearing in mind that the values are annual and must be reproduced in subsequent years.

#### **BOOKSHOP - OEIRAS BOOK FESTIVAL**

€160,000 for organisation and production (25% in local institutions)

Team of four people from the Libraries and Language Promotion Department

Use of the Poets' Park and the Temple of Poetry (Auditorium and Camões and Pessoa Halls)

Co-production with an external entity in the production and programming of the event



### **DE BRAÇOS ABERTOS: UM BAIRRO LEITOR**

€30,000 for organisation and production (45% in local institutions)

Team of four to five people, depending on the tasks to be performed

Spaces to be defined, depending on the neighbourhood chosen

Collaboration with external entities in the creation and development of the project

### **FESTIVAL DE ROMANCE HISTÓRICO**

€25,000

Team of three people

Marquês de Pombal Palace and Hotel dos Poetas (Paço de Arcos)

### **OS LIVROS DE OEIRAS - Development of the editorial line and internationalisation**

€40,000 for translation and graphic design production (100% in national institutions)

Collaboration with external editors and editorial advice

Team of two people

### **OEIRAS POETRY PRIZE - Internationalisation**

The budget has been allocated as follows: €25,000 for awards, €4,000 for communications (80% of which will be allocated to international advertising), and €6,000 for digital content production

Team of two people

Use of the Temple of Poetry (Auditorium and Camões and Pessoa halls)

The municipality is aware of European funding opportunities for library activities, including those outlined in this candidacy. EBLIDA, a European institution that provides assistance in these matters, will support library activities. Additionally, given the robust economic dynamism of this municipality (ranked as the second most powerful economy in the country), there is a strong possibility of sponsorship from companies based in Oeiras. The human resources include approximately fifty members of staff from the Library Division, in addition to those from the acquisition of external services. The facilities allocated for cultural activities include the libraries, the Verney Municipal Library, the Temple of Poetry, and the Poets' Park.

### **INTENDED STRUCTURE FOR THE IMPLEMENTATION AND MANAGEMENT OF THE ACTION PLAN**

*Presentation of the organizational structure, human resources and planned working arrangements that will be established to ensure the programming and implementation of the proposed action plan. It is recommended that the person in charge of the team or entity will also be the main executive contact (focal point) of the city in case of designation. Information about potential partners for the implementation of the action plan, along with the names, titles and contact details of key experts, non-governmental organizations (NGOs) and academic institutions, may also be provided.*

The structure is based on the long-standing and well-established dynamic of close collaboration between the Municipality and local authorities, as well as private and public bodies. The structure is composed of three key elements:

1. A municipal team of 50 led, in strategic and macro terms, by the Director of the Department of Arts, Culture, Tourism and Historical Heritage and, in operational terms, by the Head of the Libraries and Language Promotion Department and the respective workers, which defines and implements the programme with national and international partners, programmes with the network of Portuguese-speaking countries and twinned cities and twinned cities and management of digital platforms and other communications;

2. A consortium of partners from outside the Municipality, both local and national, who meet quarterly to coordinate the planning, organisation, and implementation of programmes and projects;
3. An Advisory Board, comprised of prominent figures from the book, reading, literature, and culture sector, convenes biannually to assess and deliberate on objectives and strategies, and to refine or adjust paradigms. This board also functions as a collective curation entity. Representatives from the organisations are key participants in this initiative.
  - a. National Commission for UNESCO;
  - b. National Reading Plan;
  - c. Directorate-General for Books, Archives and Libraries;
  - d. Portuguese Association of Publishers and Booksellers;
  - e. School library network of the Ministry of Education;
  - f. Portuguese Association of Librarians, Archivists and Information Professionals;
  - g. Two or three writers of national and international renown;
  - h. Two of the most relevant national partners;
  - i. Two of the most relevant local partners.

In addition to the letters of support that were sent from two professional institutions (the Portuguese Society of Authors and the Portuguese Association of Publishers and Booksellers), more information about the candidacy can be found on the recommended website. The website also includes a list of dozens of writers and cultural figures who support this initiative by the municipality of Oeiras. This list includes prominent institutions such as the Portuguese Association of Librarians, Archivists and Information Professionals, the Directorate-General for Books, Archives and Libraries (Ministry of Culture), the School Library Network (Ministry of Education), the 2027 National Reading Plan (Ministries of Education, Culture, Science, Technology and Higher Education and Territorial Cohesion), and the National Library (Ministry of Culture).

#### **INTENDED PLAN FOR COMMUNICATION AND AWARENESS-RAISING**

*Presentation of a comprehensive communication and awareness-raising strategy and plan for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of this plan.*

With the designation of Oeiras as a UNESCO Creative City of Literature, the objective is to implement a communications strategy with dual goals. Firstly, the strategy will promote literature in Oeiras as the nerve and focal point of its cultural activity on an international level. Secondly, it will highlight Oeiras's inclusion in an international network of creative cities that represent the best of literature worldwide, but also underlines that Oeiras can (and will) contribute to an international network of cultural cities. This intention of creating dialogue, inclusion and equity based on cultural activity, but also connection and cooperation with cities from around the world aligned with the same scope is an invisible but powerful motivation for creating a lasting dynamic that will benefit both the network and the municipality. This initiative will promote Oeiras and the UCCN, conveying the message that the municipality's commitment to literature is endorsed by a globally renowned cultural institution (UNESCO). It will also underscore the UCCN's membership and its role as a network for positive, intercontinental connections, reflecting the municipality's internationalisation efforts. The motto, "Oeiras Valley," further reinforces its commitment to global engagement.

We will be focusing on events that are likely to be of interest to the public, and we will be incorporating advertisements.

- In the specialist press (Jornal de Letras, Ler, Granta, Colóquio Letras);

- Institutional partnerships (those already mentioned in this candidacy - APEL, PNL, DGLAB, RBE, BAD, national and international publishers, the latter being Portuguese-speaking, and the largest English- and Spanish-speaking);
- A strong online presence on a variety of platforms to reach different audiences (Instagram and TikTok for younger audiences, Facebook for older audiences);
- Stands for an institutional presence at the events most closely linked to the thematic area, namely the Lisbon Book Fair, the Fólio Festival, the Porto Book Fair, the Amadora Comics Festival and other cultural events in Oeiras and the Lisbon metropolitan area;
- Communication distributed in Portuguese-speaking countries, particularly in connection with the Oeiras Poetry Prize;
- Association of opinion leaders, such as book talkers, podcasters, Instagrammers, and public figures linked to books, reading, and literature.

The outcomes and impact are expected in two main areas: a boost in tourism, regarding the ones from abroad (and internal tourists) that seek the literature cultural offer as a main reason for coming to Oeiras (5 to 10% of growth is expected, in the number of visitors); and the consolidation of the investment in this area by the different political parties that may govern the city in years to come, that is to say, regardless of their strategies for the municipality, literature should always be on top of their priorities regarding cultural programming.

## **COMMITMENT TO THE NETWORK**

### **Commitment to the UCCN Reporting Exercise**

By checking the box, the city if designated commits to participating in the UCCN Reporting Exercise on a quadrennial basis. This report will provide detailed information on the implementation and impact of its action plan as a UNESCO Creative City, as well as its contribution to the Sustainable Development Goals and the global priorities put forward by the MONDIACULT 2022 Declaration in the field of culture. Further details will be provided to the designated cities in due course.

### **Participation in the annual conferences of the network**

By checking the box, the city if designated commits to ensuring the participation of a delegation from the city, preferably including the Mayor and the main executive contact, in the Annual Conferences of the UNESCO Creative Cities Network, and to cover any travel, accommodation and other subsistence costs incurred.

### **Providing information to the Secretariat**

By checking the box, the city if designated commits to regularly providing up-to-date key information related to the implementation of the city's membership, notably any changes in all its contact details through a formal letter from the Mayor or a relevant municipal department/service. The city also commits to creating a generic email address to facilitate communications within the Network in case of designation.

### **Dissemination of information provided by UNESCO**

By checking the box, the city if designated commits to regularly disseminating key relevant information as well as communication materials shared by UNESCO through the city's communication and social media platforms. The main communication contact alongside the main executive contact (please refer to section 1.5) shall be responsible for undertaking this task and keeping the UNESCO Secretariat informed in this regard

## **COMMUNICATION MATERIALS**

*In order to prepare communication materials about your city in the event of designation, please complete the following fields. This information will be edited and used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.*

*Therefore, please kindly note that the city is fully responsible for the quality and accuracy of the submitted communication materials. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.*

**Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned, avoiding the exclusive promotion of city branding or tourism. Data, statistics and other indicators in the field of cultural and creativity, especially in the creative field concerned, are highly recommended.**

Oeiras is a notable municipality within the Lisbon metropolitan area, distinguished by its strategic approach to attracting business and research clusters by leveraging cutting-edge technologies. The city seamlessly balances a serene environment with a commitment to excellence in education and a substantial investment in the social sector.

Oeiras is a culturally diverse city with a population originating from 118 different countries. It is committed to promoting culture, literature, and poetry as key elements of urban development and adopts a humanistic approach to its rapidly growing and prosperous population. This vision is proudly linked to a decades-long relationship with twinned towns in Portuguese-speaking countries.

The municipality places significant value on the richness and diversity of all Portuguese-speaking cultures, as demonstrated by the plasticity and aesthetic qualities of poetry, including Creole and oral storytelling. It also promotes the dissemination and dissemination of literary fiction in the Portuguese language, which effectively contributes to the development of the communities of Oeiras, both Portuguese and migrant.

This celebration is part of the landscape, as the 23-hectare Poets' Park, home to the Temple of Poetry, is filled with statues of poets from Portugal and other Portuguese-speaking countries. Between now and 2027, further development of the library network, continued emphasis on programming around books, reading and literature, and the strengthening of new dynamics such as the Livraria - Festa do Livro de Oeiras (Oeiras Book Fair) and the internationalisation of the municipal editorial line will reflect an intersectoral and intercultural vision of a complex and dynamic territory, whose cornerstone is the written, spoken and dreamed word. In Oeiras, literature is deeply intertwined with daily life and serves as a pivotal facet of community culture.

#### **EXPECTED CONTRIBUTIONS OF THE CITY TO ACHIEVING THE OBJECTIVES OF THE NETWORK ACCORDING TO THE PROPOSED ACTION PLAN.**

- Active participation and cooperation in projects with other Cities of Literature and other creative cities;
- Lead and fund collaborative projects with Portuguese-speaking countries in Africa, South America and Asia;
- Promoting literature (with a focus on poetry) for the 2030 Agenda, through education, more sustainable communities and less inequality;
- Long-term investment in literacy and lifelong learning, supporting civil society initiatives and informal groups;
- Support the development of talent through an active publishing and translation policy, and promote diversity and innovation in literary fields;
- develop hubs of creativity and innovation in the literary field;
- Creating a true capital of the word, with particular emphasis on creating reading habits (alone or aloud) for all ages;

- improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
- fully integrate culture and creativity into local development strategies and plans;
- Sharing Oeiras experiences, knowledge and best practices concerning the contribution of literature for urban sustainable development, and benefit from the experiences and best practices from another cities.

A maximum of two URL links to websites related to the creative field concerned in the city and/or key elements of the application. Relevant social media handles for the city, if any, (such as Facebook, Instagram, and X) may also be provided.

[https://bibliotecas.oeiras.pt/cidade\\_criativa\\_da\\_literatura/](https://bibliotecas.oeiras.pt/cidade_criativa_da_literatura/)

**LIST OF THE CITY'S MEMBERSHIP IN OTHER UNESCO'S CITIES NETWORKS (SUCH AS UNESCO GLOBAL NETWORK OF LEARNING CITIES AND INTERNATIONAL COALITION OF INCLUSIVE AND SUSTAINABLE CITIES), AS WELL AS OTHER MAJOR INTERNATIONAL AND INTER-REGIONAL CITIES NETWORKS OR PLATFORMS.**

- UNESCO National Commission (Portugal) library network
- UNESCO Associated Schools Network
- Portuguese network of public libraries
- Partner of the National Reading Plan (Ministries of Education and Culture)
- Partner of the National Network of School Libraries
- Artemrede - network of municipalities for cultural cooperation
- Member of the Intercultural Cities Programme/Network - Council of Europe
- Associate member of the UCCLA - Union of Portuguese-speaking Capital Cities
- Partner of the Aga Khan Development Network (AKDN)
- Signing of the Portuguese Diversity Charter
- Inter-municipal Development Cooperation Network
- International Association of Educating Cities
- Portuguese Clube UNESCO for Paremiology
- Cities twinned with Oeiras: Saint-Étienne (France), Oeiras do Piauí (Brasil), Mindelo (Cabo Verde), Príncipe (S. Tomé e Príncipe), Benguela (Angola), Inhambane (Mozambique), Quinhamel (Guiné-Bissau), Mohammedia (Marrocos) and Gebze (Turquie)