

**Culture &  
Creativity**

EU-Eastern Partnership Programme



# CREATIVE TOWNS AND REGIONS INITIATIVE: REPORT FOR KOSIV

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## INTRODUCTION

The European Union-Eastern Partnership Culture and Creativity Programme launched the Creative Towns and Regions Initiative to highlight the importance of culture and creativity in small and medium sized towns and regions. The Initiative introduces a practical approach for towns and regions in the Eastern Partnership countries to use the local cultural and creative potential for social and economic development.

The aim of the initiative is to raise awareness of all key stakeholders of the potential of cultural and creative sectors, to collect data on local cultural and creative resources and to propose concrete action plans for developing the cultural and creative industries potential, including development of local cultural landscape, building clusters with local businesses, increasing the quality of offer of the tourism sector and build stronger networks with similar towns and regions in other countries.

## OVERVIEW OF KOSIV

Kosiv, the administrative center of the Kosiv district of Ivano-Frankivsk region, has the status of a resort town. It is located in the foothills of the Pokutsko-Bukovinska part of the Carpathians, at an altitude of 400 m. in the valley of the river Ribnitsa. The population of the city is 8,500 without a surrounding agglomeration and about 15,000 with adjoining villages, for which Kosiv is the center of economic and cultural interests. As a result of territorial-administrative reform in the near future, Kosiv will become the center of the Kosiv United Territorial Community, whose population is potentially about 35,000 and covers an area of approximately 300 km<sup>2</sup>. This study covers the whole territory of the future Kosivska united community.

The nearest railway stations, Kolomyia, 32 km, and Vyzhnytsia are 12 km away from Kosiv. In the city, there is no harmful production, instead Kosiv is a regional center of folk crafts, trade. In the surrounding villages gardening and cattle breeding is developing.

The status of the town Kosiv gained in the second half of the XVI century during the Polish-Lithuanian era thanks to the development of significant deposits of salt. In addition to the extraction of salt, artistic crafts had been developing developed in the city, traditional for the Hutsul region - carving, embroidery, carpet weaving, ceramics. In 1850, a weaving company was founded here, and Kosiv became a regional center of weaving. Soon in 1882, weaving school had appeared. Nowadays it's a Kosiv Institute of Applied and Decorative Arts hosting over 500 students annually.

Good geographical location and mild climate have contributed to the development of Kosiv as a resort and recreational center of the region.



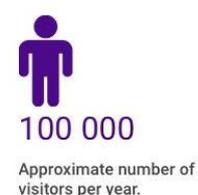
Source: KosivArt.com

Already at the end of the XIX century for the needs of tourists there is a wide network of boarding houses. One of the most popular ones was the "Zakład Leczniczy" privately owned by doctor-visionary Apollinarij Tarnawski, who introduced in Kosiv the German style water healing method. In addition to the wellness bath, Dr. Tarnawski starts an arboretum preserved till now. Original medical and culinary recipes practiced in the sanatorium were described in the book Kosiv Vegetarian Cuisine, the first copy of which was published in 1929 in Warsaw. Nowadays it's a Kosiv sanatorium for children functioning under the Ministry of Health of Ukraine.

Between the first and second world wars, the development of the tourism industry of Kosiv accelerated, especially the influx of summer hikers and holidaymakers, whose annual attendance was about 3 thousand people. Kosiv architecture reminds popular at that time Zakopanski style with a lot of light and villas of exquisite wooden details.

In the postwar period, the resort and recreation sector of Kosiv was declining. Instead, the processing industry and the arts industry were widely developing. On the basis of the carving artillery "Hutsulshchyna" and carpet factory created after World War II, in 1968 appeared the largest European artistic enterprise, "Production and Artistic Association Hutsulshchyna". Currently, only artistic-production workshops of the Union of Artists of Ukraine and the School of Decorative Arts are functioning in Kosiv.

Now the town is known as the center of tourism and crafts of Hutsulshchyna region, although the potential is not fully disclosed. Several dozen public organizations are registered





and active in the town, mainly in the field of culture, tourism and social protection and environmental protection.

There are several artistic residences in Kosiv and its surroundings, used mainly for the needs of artists, civic initiatives and art therapy. There are more than 100 private workshops in which more than 300 craftsmen and artists work. More than 10 museums and private collections are opened for visitors. Each year, in the summer, a festival of traditions and authentic clothes "Ludynye" is held, which according to various data estimates from 12 to 15 thousand visitors annually.

The number of tourists in the region estimates over 100,000 visitors per year. There are about 100 green farmsteads that can accept up to 2,000 people at the same time. There are also several larger hotels and a ski resort. The city budget for 2017 is 260,000 Euro. Income from the tourist tax in the Kosiv district amounted to 1,700 euro in 2016.

## CREATIVE TOWNS AND REGIONS INITIATIVE IN KOSIV

Kosiv local administration applied for becoming a pilot town within the Creative Towns and Regions Initiative for the following reasons:

- > They want to discover what steps should be taken to make the preservation and development of the local traditional cultures a foundation for the local economic growth.
- > How local cultural resources can support the development of remote mountainous area taking into consideration the urbanization tendencies in the region and technology development.

### *Project team and participants*

#### *Project team*

- > **Lia Ghillardi** (UK), Senior Expert for Creative Towns and Regions Initiative
- > **Kateryna Kravchuk** (Ukraine), Junior Expert in Ukraine for Creative Towns and Regions Initiative
- > **Ragnar Siil** (Estonia), Key Expert of EU-EaP Culture and Creativity Programme
- > **Natalia Shostak** (Ukraine), Ukraine Country Coordinator for EU-EaP Culture and Creativity Programme
- > **Roman Pechyzhak** (Ukraine), Project Coordinator in Kosiv

*Participants of the research (a total of over 50 people):*

- > Kosiv City Council (Mayor, secretary, deputies);
- > Kosiv District Council (chairman, manager of the administration);
- > Kosiv District Administration (department of culture, department of economics);
- > Kosiv Institute of Decorative and Applied Art;
- > Kosiv Museum of Folk Art and Life of Hutsulshchyna;
- > Kosivsky District House of Culture;
- > Kosiv District Library;
- > Public initiatives: NGO "Gutsuliya", NGO "On the call of the heart", Ludine festival team, Kosiv association of artists, VeloKosiv, Kosiv Yoga, NGO "Didova Hatchina" (Yavoriv village), NGO "Shkribliak family center" (Yavoriv village), NGO "Khata-maisternia" (Babin village), NGO "Carpathians-Info" (Lviv), NGO "Warm City" (Ivano-Frankivsk city), NGO "Other education" (Kyiv)
- > Representatives of crafts sector (ceramics, weaving, weaving, leather, carving, embroidery, singing, painting, design, photo, video, natural cosmetics, etc.)
- > National park of nature "Hutsulshchyna".

## **Project schedule**

January 2017	<ul style="list-style-type: none"><li>• 44 Ukrainian towns applied for the call</li></ul>
February 2017	<ul style="list-style-type: none"><li>• Kosiv and 5 more towns and regions from EaP countries have been selected as pilots</li></ul>
March 2017	<ul style="list-style-type: none"><li>• desk study of the strategies, documents online resources</li></ul>
April 2017	<ul style="list-style-type: none"><li>• launch of the project, open lecture, 12 stakeholder panels</li></ul>
May 2017	<ul style="list-style-type: none"><li>• networking of 6 partner towns at Creative Regions forum in Moldova</li></ul>
May 2017	<ul style="list-style-type: none"><li>• field trips, visiting the venues, 5 focus groups (craftsmen, institute, cultural tourism, festival, local activists)</li></ul>
June 2017	<ul style="list-style-type: none"><li>• analysis of the collected materials, development of the recommendations</li></ul>
June 2017	<ul style="list-style-type: none"><li>• public presentation of the recommendations, public discussions</li></ul>
September 2017	<ul style="list-style-type: none"><li>• presentation of the final report and methodology to the applicants from Ukraine in Kyiv</li></ul>
November 2017	<ul style="list-style-type: none"><li>• study visits to EU (tbd)</li></ul>

# MAPPING OF CULTURAL RESOURCES

Unique cultural resources	Challenges and opportunities
<p><b>1. Kosiv Institute</b> A unique institution of higher art education in Ukraine located in a small town</p> <ul style="list-style-type: none"> <li>• <i>Center of expertise in traditional art</i> A group of artists, scholars and artistic practitioners, an ancient educational tradition since the time of the weaving school</li> <li>• <i>The material and technical base is preserved</i> Availability of workshops, specialized audiences, student dormitory, preliminary training at the vocational school</li> <li>• <i>Openness to visitors</i> Organization of plein airs and exhibitions, a large number of students from outside the city, contacts in Ukraine and abroad</li> <li>• <i>A cradle of artists</i> A significant number of recognized artists, poets, craftsmen, 10 laureates of the Shevchenko Prize</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Lack of own legal entity (subordination to the Lviv Academy of Arts) makes it difficult to establish official partnerships with other institutions;</li> <li>• The need to adapt curriculum to current market needs (technology, management);</li> <li>• Preservation of interest in traditional culture among youth, competition for students between higher educational institutions;</li> <li>• Financial support for the institute (modernization of material and technical base);</li> <li>• Professional development of lecturers (language skills, technologies, modern educational methods).</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Initiation of a dialogue with Lviv Academy of Arts and the Ministry of Education and Science of Ukraine regarding the granting of a separate legal status to the institute;</li> <li>• Creation of a regional educational coalition, partnerships for innovative interdisciplinary projects (for example, with the UCU Leadership and Management Institute, Lviv Business School, technical specialties of the National Precarpathian University);</li> <li>• Launch of the experimental educational space, modular programs with the invitation of guest lecturers (for example: Days of Innovation, Design workshops, Schools of creative economy, etc.);</li> <li>• Making partnerships with similar educational institutions abroad (exchanges of teachers, students, materials, conducting joint educational programs).</li> </ul>

<p><b>2. The history of the resort and the medical technique of Dr. Tarnawski</b></p> <ul style="list-style-type: none"> <li>• <i>Charismatic figure and history of polish doctor Tarnawski</i> Explored and described the history of the doctor and the resort, a good memory among the locals</li> <li>• <i>Preserved treatment technique</i> Partly used in the current sanatorium, in the museum, there is a contact with doctors working according to the German method of Dr. Kneipp followed by Tarnawski</li> <li>• <i>Arboretum and resort buildings</i> Architectural and landscaped sights, with unique plants and a special atmosphere</li> <li>• <i>Kosiv vegetarian cuisine</i> Preserved book of recipes</li> </ul>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• The territory of the sanatorium does not formally belong to the Kosiv City Council, historic buildings have been partially destroyed;</li> <li>• The sanatorium is subordinated to the Ministry of Health of Ukraine and administratively does not cooperate at the local level;</li> <li>• There is no initiative in the region that would promote Tarnawski's heritage;</li> <li>• There are little specialists in the region who are thoroughly familiar with Tarnawski's treatment.</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Initiation of a dialogue with the Kosiv district council, representatives of the sanatorium, Ministry of Health of Ukraine, the Smodnyanska village council, Kosiv City Council, representatives of the Polish community, representatives of the Tarnawski family and researchers of his heritage and activists regarding the possible plan for using the sanatorium's buildings for tourism purposes;</li> <li>• Conducting interactive training sessions among residents of Kosiv, tourist guides, owners of green homesteads on the Tarnawski techniques and the history of the resort;</li> <li>• Using Tarnawski's recipes as brand for local restaurants;</li> <li>• Popularization of Tarnawski's history in promotional materials of the region, video clips, cartoons, city events.</li> </ul>
<p><b>3. City at the intersection of three cultures</b></p> <p><i>Polish and Austro-Hungarian tradition</i> Polish church and community, Polish villas, "green" fences style special for Ukraine, castle mountain, sanatorium history, old cemetery.</p> <p><i>Jewish tradition</i> The history of trade, the preserved buildings (in particular the house of Rabbi), the Jewish cemetery - place of the Hasidic pilgrimage.</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• There is no local museum in Kosiv to represent its historical and cultural heritage;</li> <li>• Insufficient dialogue between representatives of national minorities, there is no space for the representation of traditions and cultural peculiarities;</li> <li>• A complex experience of relations between Hasidic pilgrims and local communities in Ukraine;</li> <li>• Architectural monuments and objects of historical heritage gradually collapse.</li> </ul>

<p><i>Ukrainian tradition</i> Crossroads of the ethnographic Hutsulshchyna, Bukovyna and Pokuttia, the history of the Opryshki movement, the history of the 20th century liberation struggles, the sacred places of the Slavic tribes.</p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Establishment of an initiative group for determining the format of the museum of local history (community representatives, researchers, ethnographers, history lovers, guides);</li> <li>• Creation of space / spaces for the representation of different cultures (documentaries, photos, performances, quests, festivals of food, etc.);</li> <li>• Studying the experience of Ukrainian and Polish cities in dealing with Hasidic pilgrims;</li> <li>• Development of thematic excursions by places of different cultures.</li> </ul>
<p><b>4. History of salt mines</b></p> <p><i>Town was founded as a salina (salt town)</i> Unexplored underground deposit</p> <p><i>Local toponyms remind about the history of salt</i> Banske lake, Banski bridge</p> <p><i>Territory where salt was extracted</i> A considerable area, a communal lake, the possibility of reconstruction of the abandoned pool</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• There is no information on the existing potential for salt production or its use for tourism or medical purposes;</li> <li>• History of salt extraction is not represented in the town, there is no museum, excursions, space for learning;</li> <li>• A large amount of investment is needed for the reconstruction of the pool and the establishment of SPA.</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Organization of a round table with the participation of historians, geologists, doctors, specialists in halotherapy, to study the possibilities of using salt for tourist or medical purposes;</li> <li>• Development of salt tourist routes, craftsmen classes, conducting exercises for local residents and activists;</li> <li>• Creation of a network of Ukrainian / Eastern European cities, which have a joint history of salt production.</li> </ul>
<p><b>5. Kosiv bazaar</b></p> <p><i>The largest Ukrainian crafts market</i> Place to buy products directly from craftsmen to, find antique items, local food products.</p> <p><i>Historical, special atmosphere</i> Former tradition of the bazaar every Saturday, functioning both for local and for guests, local climate.</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Lack of the infrastructure;</li> <li>• Does not belong to Kosiv administratively, although Kosiv is known for the market.</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Conducting surveys among tourists and entrepreneurs regarding the inputs for improvement of the market infrastructure;</li> <li>• Conducting a dialogue with the market owner and Smodnyanska village council</li> </ul>

<p><i>Known place among tourists</i> The main tourist attraction of the city, begins in the city, the place for meetings and news exchange</p>	<p>on the possibilities of improving the market infrastructure and integrating it into the promotion of the region.</p>
<p><b>6. Living traditional culture</b></p> <p><i>Representation of all types of crafts</i> Long history of crafts, over 20 private and state collections, history of art cooperatives. More than 300 workshops (ceramics, carvings, leather, weaving, embroidery), producing souvenirs, small-scale production items and unique artistic products. Kosiv ceramics applied for the status of the UNESCO intangible heritage.</p> <p><i>Local traditions and cuisine</i> Preserved rites of Christmas, Easter, saint George, saint John, saint Nicholas, Hutsul wedding ceremonies, construction ceremonies; Special local cuisine and Hutsul singers, festivals Ludine (fashion and crafts) and Maliovanii Dzbanok (ceramics).</p> <p><i>Creative spaces</i> Local traditions and culture are a magnet for the modern urban youth who comes to study and spend time together with craftsmen in a remote mountain estates or studios.</p> <p><i>Art therapy</i> Camps for ATO veterans, which are recovering after the military through the work with crafts.</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Local youth often considers local culture as "non-fashionable";</li> <li>• Craftsmen who preserve the authentic tradition are switching to mass production or souvenir production, due to lower demand for more expensive authentic items;</li> <li>• The tendency for “theatralization” and conservation of live culture through official exhibitions and festivals, which results in the loss of a special authentic spirit and atmosphere.</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Support for craftsmen and initiatives that promote a lively tradition (through contests, events support, infrastructure support, information support, etc.);</li> <li>• Supporting public events that encourage residents to spend the time together;</li> <li>• Creating an educational space where young people have the opportunity to learn and experiment with the tradition, attract guest lecturers, senior craftsmen, use technology;</li> <li>• Creation of public spaces enabling the traditional culture to be present on the streets of the city (space for street theater \ cinema, street food, music, workshops, street university);</li> <li>• Development of routes that support traditional cultures and popularize it among those who value it (in Ukraine and abroad): the route of carving, ceramics, embroidery, Hutsul cuisine, singing, weaving, crafts, Christmas, Midsummer holiday, etc.;</li> <li>• Conducting exercises for those who want to hold workshops on handicrafts and art therapy classes. Training of organizers and managers;</li> <li>• Creating an online map with different possibilities to touch live traditions in the Kosiv region;</li> <li>• Development of the Institute as an international center for studies, research and innovation in traditional culture.</li> </ul>

<p><b>7. Nature and atmosphere</b></p> <p><i>Hiking</i> Medium high green mountains, grassland valleys are ideal for simple walks and walks with children, horseback riding and bicycle walks.</p> <p><i>Recreation</i> Sokilsky Range - place for rock climbing, Mikhalkova mountain - ski resort, Ostriy - observation deck, playground for physical exercises. Possibilities for rafting (Ribnitsa, Cheremosh, Prut rivers). Training center for motocross championship.</p> <p><i>Springs and waterfalls</i> Therapeutic hydrogen sulfide springs, picturesque waterfalls known among tourists.</p> <p><i>Places of power</i> The crown of the Ternoshory and other sacred places of ancient Slavs, that are now under of local National Park research department.</p> <p><i>Natural treatment</i> In the museum and library lectures on phytotherapy, hydrotherapies are being held. There are initiatives on apitherapy, hippotherapy (a special breed of Hutsul horses). There is a museum of the Hutsulshchyna National Nature Park with collections of local flora and fauna.</p> <p><i>Green cottages</i> Developed a network of small homesteads for rural and green tourism. There are several larger sanatoria and hotels</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Environmental challenges: pollution of forests, rivers; Deforestation, disappearance of red-book species;</li> <li>• Lack of centralized information about different opportunities for spending time in the mountains in the Kosiv region;</li> <li>• Natural-resource initiatives are shattered and little-known;</li> <li>• Low employment in the off-season;</li> <li>• Underdeveloped ski infrastructure, administratively does not belong to Kosiv;</li> <li>• Few opportunities for large groups of tourists.</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Development and popularization of thematic routes for various target audiences: active tourism, family trails, exploration of flora and fauna, nature sites.</li> <li>• Conducting training for those who wish to create goods and services using natural raw materials (eco-cosmetics, tinctures, teas, various types of massages and therapies);</li> <li>• Collaboration with NGOs on the modernization of National Park collections - development of interactive exhibitions, exercises, quests, routes for studying local vegetation, craftsmen classes, self-gathering of herbs, production of own hand-made products.</li> <li>• Development of a local program for eco-initiatives support;</li> <li>• Support for entrepreneurial initiatives in the field of healthy lifestyle (training-craftsmen classes-manufacturing-distribution-sales);</li> <li>• Encourage educational events and corporate events on healthy lifestyles in Kosiv.</li> <li>• Training for owners of green cottages for the use of eco-tourism opportunities.</li> <li>• Stimulating the atmosphere of support: a neighbor recommends another neighbor.</li> </ul>

<p><b>8. Public spaces</b></p> <p><i>Cultural institutions</i> Activities are held in the district culture house, district adults and children's libraries, museums, general education schools and art school. There is a stadium, an open-air scene.</p> <p><i>Premises of National Park Hutsulshchyna</i> Premises for conferences and seminars, green areas, scientific and educational center.</p> <p><i>Parks and squares</i> There are about 10 green areas and spaces by the river. There is a castle mountain - a monument of geology.</p> <p><i>Abandoned buildings</i> Premises of the former bath, former cheese-making factory, a few private objects.</p> <p><i>Complex of buildings of art factory "Hutsulshchyna"</i> Large property, there is the historic Austrian building of the ancient Kilimar shop, the land of the former industrial complex, available free areas owned by the National Union of Artists, is a common furnace for the firing of ceramics.</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• A small number of spaces for people of all ages that are comfortable to spend time together;</li> <li>• Few spaces available for outdoor activities;</li> <li>• The city does not have a visual style, traditional local culture is not much present in public spaces and buildings;</li> <li>• There is no system for tourist signs, hard to navigate;</li> <li>• Abandoned buildings belong to different owners - private, communal property, district, city, regional subordination;</li> <li>• There is illegal construction;</li> <li>• Some spaces collapse and disappear over time (in particular, the carpet shop, the castle hill).</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Development of urban visual style in cooperation with the Institute, ethnographers and architects;</li> <li>• Bringing the facades of houses to a certain standard that corresponds to the brand of the city;</li> <li>• The arrangement of free green areas in a way that will stimulate a joint action;</li> <li>• Participatory urban planning initiatives;</li> <li>• Conducting roundtables with all stakeholders on the strategy for the development of abandoned objects;</li> <li>• Using the abandoned spaces to fill the key needs of the city: creating educational spaces for the community (event organizers, tourist managers, artists, activists, youth), spaces for workshops (campus for craftsmen); Spaces for communication and experiments, exhibition space, trade;</li> <li>• Support for students' and architects' summer schools to design specific spaces;</li> <li>• Involvement of partners in joint restoration of abandoned objects (business, government, public activists, artists).</li> </ul>
<p><b>9. Community</b></p> <p><i>NGOs</i> There are active initiatives on animal</p>	<p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Little coordination of activities between key regional development institutions (district council, city council, National Park Hutsulshchyna, public sector);</li> </ul>

<p>protection, patriotic education of young people, active tourism (cycling, moto, rock climbing), there is a credit union, the association of owners of green cottages, a union of craftsmen and the center of the National Union of Artists of Ukraine.</p>	<ul style="list-style-type: none"> <li>• There is no administrative body responsible for the development of tourism and / or cultural tourism;</li> <li>• Weak collaboration culture - creation of working groups, initiative groups, joint planning of development is not typical;</li> <li>• A large share of the shadow economy, a small city budget.</li> </ul>
<p><i>Guests</i> In Kosiv, there is a special attitude towards tourists, they are preferred to be called guests. Often people come here to have rest from year to year, guests become part of the local community.</p> <p><i>Friends of Kosiv</i> Many people from Kosiv preserve warm relations with the region, come here for vacations or visit the events. They support the city when asked.</p> <p><i>Open government</i> The team of the local council has considerable support among the residents. "Kosiv Dialogue" is a popular Facebook group, where residents and local authorities talk about the city's problems.</p> <p><i>Public events</i> The day of the city is celebrated widely, a number of outdoor activities are held - concerts, bike rides, fairs. Large team of volunteers is involved.</p> <p><i>Media resources</i> There are several websites about Kosiv, several promotional videos have been produced locally, there is a district newspaper, a publishing house, promotional materials are being published.</p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Creation of a coordination platform for the development of Kosiv region (local development agencies / information center / strategy board, etc.)</li> <li>• Establishing a working group to identify priority issues, discussing the structure and method of work of the strategic body.</li> <li>• Possible functions: <ul style="list-style-type: none"> <li>- Educational activities for the needs of the community;</li> <li>- Conduct coordination meetings in situations where it is necessary to assemble different players;</li> <li>- Development and administration of local support programs (support of craftsmen, projects on infrastructure improvement, support of youth initiatives, support of tourist initiatives);</li> <li>- Development of project documentation and partner search for the implementation of strategically important projects (for example, reconstruction of the pool, the creation of a museum of the city, the creation of a municipality, the holding of the festival, the modernization of the institute);</li> <li>- Informing the community about the state of implementation of the strategy and conducting public discussions.</li> </ul> </li> <li>• Creation of information resources about the city, translation into foreign languages</li> </ul>

# GENERAL RECOMMENDATIONS ON THE STRATEGY FOR THE DEVELOPMENT OF THE CULTURAL POTENTIAL OF KOSIV

## ***Vision 2025 (proposal)***

- > **Kosiv is now in Ukraine and in the world as a place where you can heal from the nature, experience a living tradition, find a space for creative or mental work, study.**

*Indicators: number of references according to Google Analytics, TripAdvisor data, surveys on public opinion*

- > **Kosiv is developed cultural tourism center, creative entrepreneurship based on traditional arts, eco-production, and nature treatment initiatives are growing.**

*Indicators: the number of cultural routes, the number of visitors, the number of jobs in creative sector and nature management, the volume of revenues (tax income) to the local budget*

- > **Kosiv is open and healthy. Here the history is honored, the residents are willing to cooperate, the town is welcoming for guests and there is plenty of spaces for youth and experiments.**

*Indicators: migration indicators, youth employment rates, the number the innovative products in the market, the number of public initiatives, the number of cross-sectoral initiatives, the level of community involvement in public life.*

## ***Priorities for the Kosiv cultural and creative potential development (proposal)***

### **1. Supporting the collaborative culture**

**1.1. Establishment of formal or informal strategic body** for the development of the territory, 8-10 key persons from different spheres (government officials, environmentalists, craftsmen, artists, institute representatives, owners of green cottages, tourist guides, museum representatives).

**1.2. Establishment of a community development institution**, creation of a working group, preparation of a community development center concept (local development agency or information and education center,

etc.). Functions: A platform for meeting of different groups of people, supporting local initiatives, finding partners for major projects, coordinating educational projects in the field of cultural tourism and creative industries, capacity building.

- 1.3. Launching support programs for local initiatives**, key priorities: cooperation between different groups of people, urban spaces improvement, preservation of traditions, healthy lifestyle, local history, entrepreneurship in the field of nature treatment and art therapy, entrepreneurship training, multicultural dialogue.
- 1.4. Participatory urban planning**, support of public events for local residents, arrangement of city spaces.
- 1.5. Creation of the Museum of Living History** (local history space for the presentation of the multicultural heritage of Kosiv in an interactive way: films, music, food, quests, workshops, etc.); System of the visual identification for objects of cultural and historical heritage; Development of routes to explore the Kosiv history (salt mines, Opryshky movement, Hasidism, Tarnawski nature healing traditions, Ukrainian liberation struggle, etc.).

## **2. Preservation and development of the tradition**

- 2.1. Support programs for craftsmen** engaged in small-scale production, the creation of a space for workshops and education; made in Kosiv brand development.
- 2.2. Support programs for artists:** an exhibition space with the possibility of sale (on-line and offline), shops of Kosiv art in other cities of Ukraine; Support for plein air paintings, exchanges of artists.
- 2.3. Design of local style urban spaces** with the involvement of local artists and architects, events for different seasons;
- 2.4. Development of thematic routes** involving craftsmen and artists, popularization of Kosiv region as a place where traditional culture is in the air - outside of show-windows and museums. Including Kosiv to the COE Cultural Routs (e.g. ceramics).

## **3. Support for eco-culture, nature healing and healthy lifestyle**

- 3.1. Conduct research of available resources:** hydrotherapy, salt therapy (halotherapy), hippotherapy, apitherapy, phytotherapy. Involvement of local specialists, doctors, invited experts.
- 3.2. Creation of educational space for potential producers of goods** based on natural raw materials and providers of services in the field of nature treatment and healthy lifestyle.
- 3.3. Modernization or creation of new institutions of nature treatment**

(creation of a list of existing objects and services that they provide; compiling a list of real estate objects that can be used for the needs of the resort; search for investors);

- 3.4. Support for public initiatives** promoting healthy lifestyles, art therapy, nature treatment.

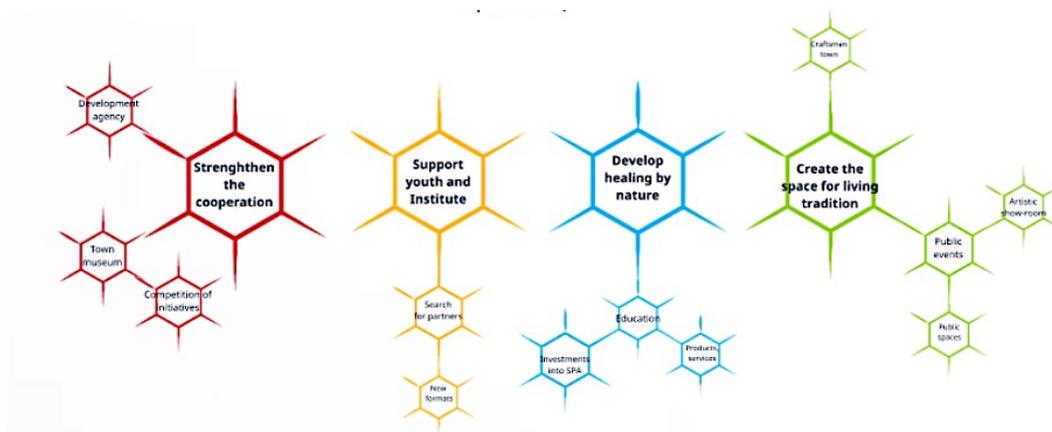
#### 4. Youth Support and Development of the Institute

**4.1. Creation of the Kosiv Institute development strategy**, initiation of the creation of a separate legal entity, creation of a working group on the development of the Institute with the involvement of city authorities, ministry of culture, specialists in the field of education, preparation of a plan of action for enhancing the attractiveness of the Institute for youth and teachers, ensuring financial stability of the institute.

**4.2. Creating a space for experimental training** - conducting a survey among students and teachers regarding their needs and wishes, creating the opportunity to teach certain topics outside the curriculum in the form of experimental modules, practical laboratory.

**4.3. Involvement of partners in modernization of programs**, language learning, use of exchange opportunities under the Culture and Creativity program (Georgia, Armenia, Azerbaijan), partnerships with similar institutions of higher education abroad (Baltic, Balkans, Scandinavian countries) for joint primary programs, student and teachers exchanges, participation in exhibitions and fairs.

**4.4. Launch of a regional educational partnership**, creation of interdisciplinary programs in cooperation with the Precarpathian University, UCU Business School, IT specialties - for the purpose of conducting new formats of education that will meet the market needs - Schools of Cultural Management, Workshops on Innovations, Business Days, and other interdisciplinary activities that allow artists to become more competitive.



## Action Plan for 2017-2018

- 1. Launch of Center for Local Initiatives / Agency for Local Development.** Establish a working group on launching Kosiv area development institution; determine the way of work, priorities of activities, and action plan for the first year. Start with capacity building projects.
- 2. Experimental space at the institute.** Conduct a survey of teachers and students on the prospects of the Institute's development; establish an initiative group on launching partnership and innovation programs based at the Institute.
- 3. The space for artists and craftsmen.** Launch a working group to develop the concept for an artistic and educational space in the premises of the former bath. Create the platform under the brand "Made in Kosiv".
- 4. The visual identity of the town.** Together with architects and community representatives, develop a plan for spatial development of the city, and launch a competition for urban improvement projects. Develop a marking system. Launch the platform for local history.
- 5. Anchor investment object.** Hold a meeting on the possibility of complex revitalization of the former Hutsulshchyna art factory with owners of sites, architects, artists, craftsmen, businessmen. Consider creating an anchor facility in the town at the intersection of SPA, art and production of eco-products.

## IDEAS FOR INSPIRATION

### 1. Local history and dialogue of cultures:

- **Example:** *a project of tourist signing in Lviv*  
[http://lviv.travel/ua/about\\_lviv/signs](http://lviv.travel/ua/about_lviv/signs)
- **Example:** *An online platform for Vintage Vienna*  
<http://wearevintagevienna.tumblr.com/>
- **Example:** *Local History and Nature Museum Stockwood Discovery Center in Luton, UK*  
[http://www.lutonculture.com/uploads/documents/1488382987\\_SDCMap.compressed.pdf](http://www.lutonculture.com/uploads/documents/1488382987_SDCMap.compressed.pdf)

### 2. Preservation and development of traditions

- **Example:** *Serbian Platform for Craftsmens, Entrepreneurs, Designers*  
<http://folkk.co/>
- **Example:** *A study on the impact of cultural routes on economics and innovation* <https://rm.coe.int/1680706995>
- **Example:** *The budget of the weaving workshop in Malta*

<http://www.visitmalta.com/en/event-details/2017-02/weaving-workshop-visit-10281>

### 3. Natural and alternative medicine

- **Example:** Eco-Romania Portal <http://www.eco-romania.ro/en/descopera-eco-romania/destinatii-eco-romania>
- **Example:** Hungarian Non-Traditional Medicine Portal <https://www.kazdagi.com.tr/en/activities/healing-tourism/>
- **Example:** Local Products Portal <https://www.madewithlocal.com/>

### 4. Innovation and partnerships in education

- **Example:** The Laboratory of Ideas of the Ukrainian Catholic University <https://lvbs.com.ua/knowledge/uk/ideaslab>
- **Example:** Tartu University's Cultural Academy in the Town of Viljandi, Estonia <http://www.kultuur.ut.ee/en>
- **Example:** the school of creative entrepreneurship <http://www.britishcouncil.org.ua/creativeenterprise>

### 5. Culture of collaboration

- **Example:** The directory of creative cities practices <http://www.cultureforcitiesandregions.eu/culture/resources/Case-studies-catalogue-2-0-complete-version-WSWE-AFJFF5>
- **Example:** Instructions for creating a development agency: [http://ppv.net.ua/uploads/work\\_attachments/Local\\_Economic\\_Development\\_Agencies\\_UA\\_.pdf](http://ppv.net.ua/uploads/work_attachments/Local_Economic_Development_Agencies_UA_.pdf)
- **Example:** Urban grants program in Ivano-Frankivsk <http://warm.if.ua/projects/city-grants>
- **Example:** project "Workshop of the city" <http://www.maisterniinamita.org.ua/>

## NOTE

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