



**INNOVATIVE DIVERSITY MANAGEMENT
& INCLUSION STRATEGIES
IN EUROPEAN TOWNS**



Co-funded by the
Europe for Citizens Programme
of the European Union

International Citizens` Debate

**"European towns can take from the
European Capitals of Culture:
Lessons on Diversity
Management and Inclusion"**

**5th to 7th of October 2021
Plovdiv, Bulgaria**



INDIMAE Project in a Nutshell

The project “INNOVATIVE DIVERSITY MANAGEMENT AND INCLUSION STRATEGIES FOR EUROPEAN TOWNS” – INDIMAE is funded by the Europe for Citizens Program of the European Commission, strand 2.2. "European Networks of Towns"

The INDIMAE project is coordinated by the Municipality of Simitli, Bulgaria in cooperation with 11 partners from 10 countries – 8 EU members and 2 EU neighbouring countries.

The project activities take place between 2020 and 2023 (with a delay because of the COVID19 Pandemic) and include a wide range of local and international events – both virtual/hybrid and residential ones.

The project is a participative and innovative one, anchored in the social, economic and political reality of the EU, seeking to establish a pan-European network of towns, working together on improving diversity management and minority rights protection in European towns, addressing the challenges of all European communities and most-specifically – the ones vulnerable to exclusion and marginalisation in the local societies across Europe.

Involving a wide range of citizens from different social and professional backgrounds, underrepresented minority and migrant communities, the INDIMAE Network facilitates a dialogue between public bodies, twinning committees and civil society organisations, acting to develop sustainable public-private partnerships to counter discrimination and promote cultural diversity.

Fostering participatory democracy and human rights, the INDIMAE project involves a series of joint towns-citizens' actions.

Within the INDIMAE Network European citizens are working together with towns, civic society organisations, academia and local institutions on inclusive strategies to for further development and implementation of local policies for innovative diversity management and inclusive strategies in European towns.

Web: <http://www.inclusivecities.eu/>

Facebook: <https://www.facebook.com/Inclusive-EU-Cities>

Twitter: <https://twitter.com/IUcities>





Venues and contacts

Meetings	Dates	
Online Streaming Zoom Meeting with wider INDIMAE Network Community	5, 6, 7 Oct 2021	
Kick-off meeting	6 Oct 2021	
INDIMAE NEWORK & Local Communities	5-7 Oct 2021	
Venues	National Theatre „Н. О. Масалитинов“, Plovdiv Municipal House of Culture „Ст. Кираджиев“, Plovdiv <i>zoom</i>	Address: „Княз Александър I-ви“ 38, 4000 Plovdiv Address: „Гладстон“ 15, 4000 Plovdiv Appendix 4
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Appendixes:

1. Plovdiv centre map
2. Map of Kapana, District of Creative Industries
3. Sightseeing points of interest
4. *Zoom links*





About the Meeting

The International citizen debate "European towns can take from the European Capitals of Culture - Lessons on Diversity Management and Inclusion" is a residential/blended debate within the INDIMAE Network. Some members of partner organisations who could not attend in person followed the streaming and joined the zoom meeting within the event online.

The European Capitals of Cultures are the flagship cultural initiative of the European Union. By 2020 60 cities will have held the title of European Capital of Culture. INDIMAE Network involves ECOCs that have used the title as a catalyst for a step change in the city's cultural and general development, producing sustainable cultural, social and economic impact. Participants in the debate discussed that the best way for a city to ensure legacy is to embed the ECOC year into its overall strategy, developing in particular links between culture, education, tourism, territorial planning, social services etc.

What could our Network learn from the lessons on inclusion that the ECOC can teach us? An ECOC is above all a forward-looking "cultural" project that is not only looking for cultural expression but also for intercultural dialogue; artistic tools for diversity management as well as creative cultural inclusive strategies that could be implemented long term in European towns. Therefore the ECOCs have a lot to share when it comes to particular measures, strategies and programs, measuring their impact on the local communities and assessing their applicability in the long run.

Debate Topics

The meeting will focus on the three main topic areas:

1. Debating the ECOC as forward-looking "cultural" projects for intercultural dialogue; artistic tools for diversity management and creative cultural inclusive strategies.
2. Discussion on the multiplicativity of the good practices of the European Capitals of Culture within other European towns.
3. Learning from creative strategies on inclusion, applied by the ECOCs and assessed as a success in the long term for the entire local community.





Table 3. Agenda

5 Oct 2021 Tuesday

- 14.00 – Arrival and check in hotel „Landmark Creek“
- 15 .00 - 17.00 – Welcome packages. Meet and Greet.
- 17.30 - 19.30 - The Roman Stadium; Jumaya Mosque; Architectural complex
- "Ancient Plovdiv": Cathedral Church "St. Theotokos" (grave of Joakim Gruev and Hr. G Danov), Ancient Theater of Philipopol, Dervish Monastery, Nebet Tepe, Armenian School and Church "Surp Kevork".
- 20.00 – 21.30 – Dinner in restaurant „Golden Garden“

6 Oct 2021 – Wednesday

- Breakfast
- 9.30 – 10.15 Introduction and program of the day
- 10.15 – 10.30 transportation to the Municipal House of Culture
- 11.00 ч – 11.45 Municipal House of Culture Plovdiv. Meeting the Deputy Mayor for Culture, Mr. Plamen Panov. Short press conference.
- • 11.45 – 13.00 Presentation of the project, Dr. Borislava Maria Daskalova.
- • 13.00 – 13.30 - Gallery "2019". Roman Forum.
- • 13.30 – 14.10 Business lunch at the "ATLAS" restaurant opposite the Municipality of Plovdiv
- • 14.10 – 14.30 Drama Theater, Plovdiv. Group photo in front of the Municipality of Plovdiv, Short stop at the Ancient Odeon of Filipopol.
- • 14.30 – Meeting in the Drama Theater, Plovdiv
 - o 14.30 – 14.45 Welcome by Mr. Krastyu Krastev, Director of the theater.
 - 14.45 – 15.00 Presentation of the theater and its role in the events of ECOC Plovdiv`2019.
 - o 15.00 – 15.30 Mr. Valery Kyorlinski, expert at RCCD and vice-chairman of the Board of Directors of the "ECOC Plovdiv'2019" Foundation.





- 15.30 – 16.30 – Meeting with Mr. Kiril Velchev, executive director of the "Plovdiv`2019" Foundation and Mrs. Gina Kafedzhiyan, an expert from the Foundation
- "Plovdiv P`2019". Topic: "European Capitals of Culture - good practices for inclusion of marginalized communities".
- 16.30 – 17.00 – Coffee break
- 17.00 – 17.30 – Travel to Kapana with a stop at the Excelsior to view the stands of the Roman Stadium
- 17.30 - 19.00 - Trap - Creative Arts Industries. Presentation by Mr. Valery Kyorlinski and Dr. Bo Maria Daskalova
- 19.00 – 21.00 Dinner in a Lebanese restaurant (reserved with ordered general menu)
- 21.00 - Walk, "Singing Fountains" park (optional)

7 Oct 2021 – Thursday

- 8.00 - 9.00 - Breakfast
- 9.00 – 9.30 Drama Theater, Plovdiv.
- 09.30 – 12.30 Meeting in the Drama Theater, Plovdiv. Facilitator: Dr. Bo Maria Daskalova
 - Presentation of the Municipality of Simitli - Marusya Filatova, expert in the Municipality of Simitli
 - Presentation of the online meeting and packages for the participants of the online meeting.
 - Evaluation of the meeting. Video messages to partners abroad.
 - See you soon” matinee. A "sweet" closing of the meeting with a glass of wine and cake.
 - Presentation of Certificates of Participation. Group photos.
- 12.30 –14.45 Visit to the Great Episcopal Basilica of Philippopolis and the Catholic Church "St. Ludwig".Lunch
- Departure





General Information

Getting to the Plovdiv City Center

By plane

International Plovdiv Airport is located next to the village of Krumovo, 15 km away from the city center (about 20 min by car). The airport is served by the low-cost flight company Ryanair.

Plovdiv International Airport is easily accessible by the following means of transport:

- By car – The trip is about 20-minutes-long. At the airport there is a paid parking area.
- By taxi – The price of going to the airport by taxi will be around 15 – 20 BGN (7.50 – 10 EU)
- By public shared shuttle – Plovdiv Airport is served by shuttle line №2.
- By private car transfer – a lot of rent-a-car companies in Plovdiv provide transfers to the airport, as well. The usual price of such service is about 20 BGN (10 EU).

Sofia airport can be reached from Plovdiv via regular Plovdiv-Sofia bus departing from the Jug bus station (see below) and requesting a stop at IEC - Tsarigradsko Shose metro/subway station. From there, take metro four stops to the airport. Note that buses going from Sofia to Plovdiv do not stop at the metro station so it's only a viable option for returning from Plovdiv.

By train

There are many national and international trains from and to Plovdiv.

There are many daily trains to and from Sofia. Duration is from about two and a half hours for the express ones to four hours for the slow ones. There is also one daily train to/from Istanbul in Turkey which takes about 11 hours. You can check the timetable on bdz.bg

The railway station is located near the city center, it takes around 10-15 min walk to the center.

Rail travel and ticketing in Bulgaria is unique. After buying a return trip ticket, before boarding the train on the return you have to obtain a stamp on your ticket at the cashier. Otherwise you will have to pay a fine to the conductor or be kicked off the train to get the stamp.





By car

The A1 expressway/motorway connects Plovdiv westward to Sofia and eastward to Stara Zagora and Yambol. It also connects Plovdiv to Burgas and the Black Sea Coast. Other destinations require two-lane roads, such as the most direct route to Pleven, which is the somewhat adventurous Troyan pass road.

By bus

Plovdiv has 3 bus stations - "Jug"/("Yoog" ie South), "Sever", and "Rhodopi". There are many buses for cities all around Bulgaria and to some that are outside the country.

Jug station has an ATM located just outside so you can easily get local currency there if you're arriving by bus from abroad.

Buses run approximately hourly between Sofia and Jug station, and are slightly faster than the trains. Some may have free Wi-Fi. Prices are between 12.00 and 14.00 BGN. The final stop for this bus is the Yug (south) station. Departure from Jug station to Sofia is exactly on the hour. Use the 'See' section for a map of the town.

Get around

Taxis and buses are prevalent. Downtown has a large pedestrian zone.

Taxis (2021) prices are about 0.85 BGN/km. An average ride within the city costs about 4-5 BGN. The taxi arrives in about 3-5 min. Remember to order the Taxi from the companies that offer the best deals and wait for it. Generally taking the taxi that is already waiting will cost you more, avoid them or ask for flat price that fits you! Learn who offers best prices from the locals who often use taxis. Most of the taxi companies has 4-digit numbers on them, remember some and use it if you need a car, for example: 6665, 6155, 6142, 9199 and so on.

Public bus tickets cost 1.00 BGN. Buses don't run very late, most of the lines close between 21.00-22.00 hr.

Maps of Plovdiv are attached to this document as appendixes.



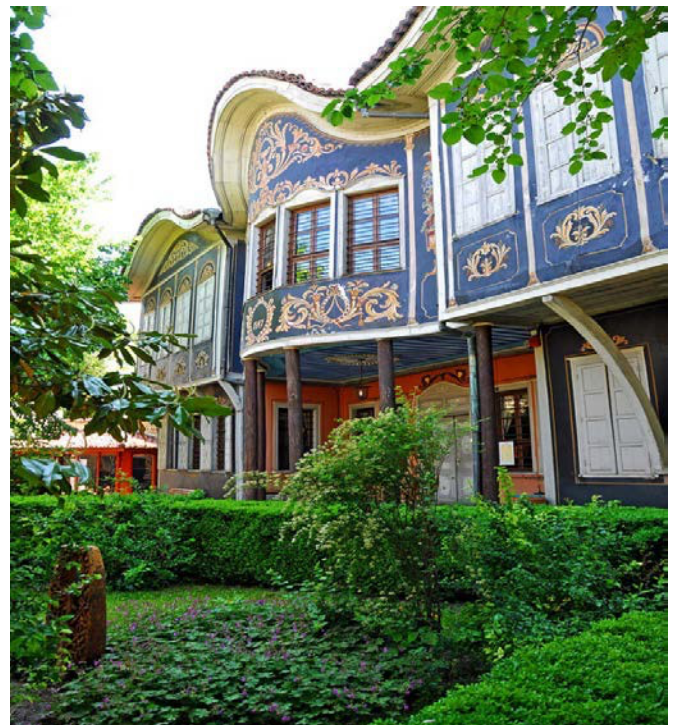
General Information about Plovdiv

Plovdiv, Bulgaria's fascinating second-largest city, offers you more than enough reasons to visit and then keep going back for more. In fact, what better reason than that 'love' is almost part of the city's name, pLOVEDiv?

In a lively city of some 340,000 comfortably situated in the lowlands of Thrace, just north of the first foothills of the Rhodope Mountains, Plovdiv's ancient history flirts with modern artistic trends. Plovdiv was a European Capital of Culture for 2019.

What's more, Lonely Planet included Plovdiv in its list of top 10 cities in the world to visit in 2018!

- **Area:** Plovdiv is located on the banks of the Maritsa river, southeast of the Bulgarian capital Sofia. Modern Plovdiv covers an area of 101 km². It is the most densely populated city in Bulgaria, with 3,769 inhabitants per km².
- **Weather:** Plovdiv has a humid subtropical climate with considerable humid continental influences. There are four distinct seasons with large temperature jumps between seasons. Summer (mid May to late September) is hot, moderately dry and sunny, with July and August having an average high of 33 °C (91 °F). Plovdiv sometimes experiences very hot days which are typical in the interior of the country. Summer nights are mild.
- **Population:** 341,000 as of 2015 and 675,000 in the greater metropolitan area.



10 Facts about Plovdiv

Here are some interesting facts that you should know about Plovdiv.

1. Plovdiv is among the oldest Cities in the world



Founded according to various estimates between 8000 and 6000 years ago, Plovdiv ranks right there among not only the oldest cities in Europe, but in the entire world. And this millennial history isn't only on paper either – traces of Plovdiv's ancient existence are to be found all over the place, from Ancient Roman theatres to Ottoman mosques. Established by the local Thracians, Plovdiv was conquered by Alexander the Great's father, who selfishly named it Philipopolis after himself. For the Romans who came after, Plovdiv was among their most important Balkan possessions. In the Middle Ages, the Bulgarian and Byzantine empires fought over it for centuries... only for the Ottomans to arrive and rule it for more than 500 years until Bulgaria's independence.

2. Plovdiv is called the City of the Seven Hills

Plovdiv is built on 7 hills around the Maritsa River. For this reason, it has been historically referred to as the City of the Seven Hills. One of the hills was demolished over a hundred years ago, and there are only 6 hills now, however, the



name has stuck. Exactly like the much more famous Italian capital Rome, Plovdiv lies on seven hills. Each of these rises a few hundred meters above the city and boasts incredible panoramic views of its surroundings. Still known under their traditional Turkish names, Plovdiv's seven hills with their greenery are particularly attractive in the hot summer nights. Each hill is quite distinct too. Dzhendem Tepe, the highest of the seven, may have once been topped by a huge bronze statue of Apollo... though to compensate the second highest, Bunardzhik, has a gigantic monument of a Soviet soldier still standing!

3. There are signs of the glorious times of the Roman Empire everywhere in Plovdiv

There is a great number of Roman cultural monuments in Plovdiv. You can see them everywhere - public buildings, baths, theatres and shrines. There's a Roman Amphitheatre in Plovdiv that has survived into this day. There are Roman stadiums and aqueducts as well that can be found. If you are a student of history, you will be fascinated by the



4. Plovdiv is an Affordable Tourist Destination – Not only is Plovdiv a popular tourist destination, it is also a very affordable one. If you are backpacking through Europe, you must certainly spend at least some time in Plovdiv. Plovdiv's hotels and restaurants are quite cheap, as are the holiday packages.

5. The City of Museums There are many popular museums in Plovdiv which showcase so much of Bulgaria's culture and history. Most of the museums here, such as the Archaeological Museum, charge only a nominal fee to tourists for entrance, not more than 1 or 2 Euros. The Historical Museum is popular as well and captures the city's history from the 16th century. The



Ethnographic Museum is a must visit, as are the aviation museum and the Museum of Natural Science, which has the largest aquarium in Bulgaria.

6. The Old Town of Plovdiv is Quite Something!



Situated atop three of Plovdiv's seven hills, in some way above the "regular" (but not quite) streets of the city, Plovdiv's Old Town is perhaps the perfect place to slow down and unwind. Have a relaxing walk among the neighborhood's colorful architectural masterpieces from the 18th and 19th century or enjoy a fresh local meal in one of the classy restaurants. The Old Town's cobblestone streets, fortress gates, bourgeois mansions and historic churches give it an atmosphere that cannot be replicated by any other city in Bulgaria or indeed further away. You will enjoy walking on the medieval streets and get a sense of how life was like in Bulgaria 500 to 600 years ago.

7. Plovdiv is a fascinating mix of cultures and influences.

Plovdiv's position on the main road from the West to Istanbul, on a literal crossroads of Europe and Asia, has given it a particular multicultural character that few other places in Bulgaria boast. As a result, nowadays one can find Ottoman mosques, an Armenian church, a Baroque Catholic cathedral and a Gothic Protestant place of worship dotting the city's skyline. Shared for centuries by Bulgarians, Turks, Greeks, Roma, Armenians, Jews and so many other nationalities, Plovdiv retains its charm of antique cosmopolitanism to this day.



8. Plovdiv is Bulgaria's hippest cultural destination.

A lot of talk about Plovdiv may be about its past, but there's so much to look forward to in the present and future too. In recent years, Plovdiv has turned into a major rival of Sofia for the title of Bulgaria's cultural capital. Indeed, some of the nation's prime cultural events, like the design, architecture and dance weeks have tended to prefer Plovdiv rather than Sofia. These days, thanks to the efforts of its artistically-minded



residents, Plovdiv's bohemian neighborhood Kapana is reimagining itself as a hipster mecca. Furthermore, once abandoned locations like the communist era Cosmos Cinema, a tobacco warehouse and a former Turkish bath have turned into fashionable exhibition spaces.

9. Plovdiv is bustling with entertainment, by day and by night.



If all the talk of history and cultural has got you tired and you feel like getting a beer (or something stronger) already, then you'd be happy to learn that Plovdiv is a great place to enjoy yourself in more casual ways too... whether by day or by night! Cult bars, pubs and clubs like the rough and bohemian Nylon, the classier Rorschach's Blot and the refreshing summer stage The Tsar's Stables have turned into local institutions where residents of Plovdiv mingle late into the night. And if you're into football, don't miss the excitement of perhaps Bulgaria's wildest city rivalry, the heated derby between Botev and Lokomotiv.

10. Experience Bulgarian Culture at Its Finest

Plovdiv has 30 art galleries, which showcase artworks from top Bulgarian artists. Plovdiv has the second largest library in Bulgaria, with over 1.5 million books, many of which hundreds of years old.



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