

M E M B E R S H I P
M O N I T O R I N G
R E P O R T

Milano City of Literature, November 2021

UNESCO Creative Cities Network



Le 12 Janvier 1828

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je prends Bandello [Matteo]

dans ma bibliothèque. 1828

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Executive Summary

In October 2017 Milan was designated UNESCO Creative City of Literature - the first and currently the only Italian city in the cluster - following a nomination process that saw the commitment of the City Council and the involvement of representatives of the book industry, the university scene and stakeholders. Milan is a large city with more than 1,404,000 residents, almost one million city users and a very high density of cultural figures, institutions and events, often unrecognised. In such a complex and articulated context, it is essential to bring out the activities, relationships and synergies that can contribute to the shaping of a creative environment, an indispensable prerequisite for the harmonious and constant development of the city. It is worth remembering the value of the international experience brought about by Expo 2015, which has undoubtedly contributed to enhance the city's excellence, including its cultural heritage, on a broader scale than the national one. Thanks also to Expo, Milan has rediscovered its special vocation as 'Book City', but above all as the Italian capital of publishing. The relationship between Milan and the publishing industry has its roots in the past, but is still rich in stimuli and opportunities, not only for those who work in the world of books, but more generally for the city itself. The nomination of Milan as Creative

City supported an important process of reflection on the challenges and opportunities that participation in this cluster could produce; at the same time, it triggered a mechanism of involvement and participation of the protagonists of the publishing industry and important public and private institutions. During the preparation of the application, it became clear that the first and most important step in becoming part of the network and all the subsequent initiatives was to consolidate the activities linked to the promotion of reading and the production of books in Milan, for which some initiatives already implemented by the Municipal Administration took on particular significance. Specifically, 8 partner subjects of Milanese publishing and literary life were involved in the process of preparing the application through the "Patto di Milano per la Lettura" [Milan's Pact for Reading], a project signed in 2015 by the Municipal Administration, the Italian Ministry of Culture and the major associations of publishers and booksellers. This is a partnership that was chosen by the Municipal Administration as the governance tool for the application project, as it allows for mutual support, expansion and creation of literary projects that successfully enrich the cultural life of the city. The idea behind the application was to emphasise the city's long publishing tradition, and to bring the literary-publishing sector into contact with the economic, social and urban transformations that Milan has been experiencing for about 20 years. In fact, the city's network is intertwined with different realities and professional categories operating in the promotion of books, reading and editorial production (associations, organisations, institutions and foundations).

This strongly marked structure is progressively being enriched by new players that, thanks to the development of multimedia technologies, are entering the book world. Thanks to the coordination of the Urban Library System of the City of Milan (SBM) and the collaboration of a Management Team, set up to support the application process and representing a number of important local professional sectors, the process of obtaining international recognition as a UNESCO Creative City of Literature has also laid the basis for initiating greater coordination of the many local entities operating in the book and reading sector and for promoting Milan's role as an innovative city in the diversification of cultural and professional offers related to the world of books. In line with the provisions of the 2030 Agenda for Sustainable Development, in recent years the city has implemented structured projects, aimed at bringing together an increasingly wide audience around the enjoyment of reading: the dual objective of involving population groups considered more fragile and marginal, and to spread the pleasure of reading in all areas of the city, especially the suburbs. In addition to local projects, new ones with an international dimension and vocation have been added. All of Milan's activities as UNESCO Creative City of Literature are aimed at promoting exchange and the cultural growth of the population by strengthening existing synergies and creating new links, in the spirit of an active and participatory citizenry in the broadest sense, and promoting the creativity of the book-related sectors in the strictest sense. The Covid-19 pandemic has also represented a new challenge: Milan has thus directed its action to support the promotion of reading with tools and methods previously little or not at all used, redirecting its operational and economic efforts to the digital

environment to reach traditional readers and acquire new ones. At the same time, it made use of all available resources, including logistics, to support booksellers and publishers in their activities, strengthening collaboration within the book industry. The impact of these measures was perceived immediately: in the first month of lockdown alone, the Urban Library System saw a 620.6% increase in enrolments in one month, with book and audiobook downloads exceeding 57 thousand units, more than double that of the previous month. From March to May, library subscriptions hit a 504.20% increase compared to the same months in 2019, with borrowing rates up 177.07% compared to the same period last year. Milan's free digital reading initiative, "Milano da Leggere" [Milan to Read] also saw an increase in downloads of 149.4% compared to the previous year's edition, with total accesses of 144,244 in the period 15/4-30/6. In addition, BookCity, the main event in the city related to reading, in its digital version recorded a boom of more than 2 million views, reaching a wider audience with its initiatives. The new activities and services, which are described in more detail in section 7, contributed to consolidate the role of the library system in promoting reading at city level and to bring new groups of the population closer to reading and the book chain, with an effort in offering content, but also in supporting the use of digital tools to those who did not have adequate skills. The need to coordinate and promote all the activities that revolve around the world of books in the city made it necessary for the City Council to make a direct commitment.

It was therefore decided that the operational management of the Creative City would be the responsibility of the Library Department, and a director, an official and a librarian were appointed. These professional figures operate within the Library System of the City of Milan, which provides a strong and extensive infrastructure of buildings, services, contacts, professional skills and many relations with the literary and publishing world of Milan. This infrastructure of heritage and relations has contributed to the development of the activities carried out and to the dissemination of knowledge of the UNESCO Creative Cities Network in the city. Thanks to the economic and organisational support that the Municipal Administration of Milan continues to guarantee to the Creative City, and with the financial support of the Italian Ministry of Culture's "Centro per il libro e la lettura" [Centre for Books and Reading], the "Cariplo" Foundation and the operational support of some city stakeholders, new projects have been realised to reach a wider audience.

General information

2.1. NAME OF CITY:

Milan

2.2. COUNTRY:

Italy

2.3. CREATIVE FIELD OF DESIGNATION:

Literature

2.4. DATE OF DESIGNATION:

31 October 2017

2.5. DATE OF SUBMISSION OF THE CURRENT REPORT:

November 2021

2.6. ENTITY RESPONSIBLE FOR THE REPORT:

Milan UNESCO City of Literature

Library System of Milan

C.so di Porta Vittoria, 6

20122 Milano

2.7. PREVIOUS REPORTS SUBMITTED AND DATES: 0

2.8. FOCAL POINTS OF CONTACT:

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CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

3.1 Number of UCCN annual meetings attended in the last four years:

UCCN Annual Meetings

Three:

Krakow and Katowice, Poland, 2018; with the participation of the Councillor for Culture of Milan

Fabriano, Italy, 2019; with the participation of the Mayor and the Councillor for Culture of Milan;

Santos, Brazil, 2021 (online event).

Cities of Literature Subnetwork Annual Meetings

Four:

Iowa City, USA, 2018;

Norwich and Nottingham, UK, 2019;

Prague, Czech Republic, 2020 (online event);

Reykjavik, Iceland, 2021.

3.2 Hosting of a UCCN annual meeting and dates: No.

3.3 Hosting of a working or coordination meeting addressed to one or more Specific UCCN creative field representatives:

- Being member of the Italian Coordination of UNESCO Creative Cities, Milan participated in 7 meetings, from 2019 to 2021, which were hosted in Bologna and Turin.

- Working meeting with Justyna Jochym from Krakow UNESCO City of Literature on the occasion of her participation in the meeting Città che Legge "La rete delle Città Creative UNESCO: dalla teoria

alla pratica" [City that Reads: "The UNESCO Creative Cities Network: from theory to practice"].

- International Academy on UNESCO designation and Sustainable Development in Turin/Milan, Italy, October 2018 and 2019

Participation at International Conferences and Meetings:

- Study trip in Krakow, Poland, June 2018

- International Forum on Cultural Accessibility, Turin, Italy, October 2018

- Open meeting for the candidacy of Biella as Creative City Crafts & Folk Art in Biella, Italy, January 2019

- Working meeting with Fabriano UNESCO City of Crafts and Folk Arts and the others Italian UCCN in order to organize the UCCN Meeting, Fabriano, Italy, February 2019

- "Remake. Festival of arts and crafts in the digital age", Fabriano, Italy, October 2019

- Festival de la Bande Dessinée d'Angoulême, France, January 2020

- BookForum Lviv, (online edition), September 2020

- "Creativity Forum" with the Coordination of Italian Creative Cities' support, Carrara, Italy, September 2021

- UNESCO Creative Cities Forum "Arcipelago. Festival della creatività sostenibile", Biella, Italy, October 2021

- International summit "Remember the future", Bergamo, Italy, October 2021

3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

Milan did not host any international events specifically aimed at the members of the network, but conceived and curated the "Cities of Literature Trails" project on the occasion of the XIII UCCN Annual Conference, described in more detail in section 5.5. It also provided for the presence of representatives of the book industry within the framework of the BookCity event, as part of a programme specifically dedicated to the Creative Cities of Literature. It has also organised or participated in several international meetings on issues directly related to the SDGs and UCCoL activities. "Milan Multiplier Event (2019): Early childhood and reading: effective policies and multi-stakeholder approach for a city that reads to its children": international conference and closing event of the European project "Open the door for Reading" in cooperation with the cities of Gothenburg, Turku, Bristol and Brussels.

3.5 Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates)

Milan's commitment to participating in the UNESCO Creative Cities Network is based on supporting the activities and promotion of the Network itself with financial and nonfinancial commitments. Important expenditure items are represented by the projects carried out in the framework of participation in the Network, in particular the costs of reception and translation, and the costs for the management of commitments deriving from the Network's

activities. Also contributing to the city's financial commitment are the costs of participation in the UNESCO annual meetings and in the Literature Cluster, and the promotion costs linked to international initiatives, including the assessment of new applications from candidate cities to join the Network. In 2019, on the occasion of the UCCN Annual Conference in Fabriano, the Creative City of Milan took charge of the creative and operational coordination for the set-up of the Literature Pavilion, for the animation of which two projects were carried out with the contribution of the UNESCO Creative Cities of Literature: "Cities of literature trails" and "UNESCO to read". In addition, as of autumn 2019, Milan has joined the Italian Coordination of UNESCO Creative Cities. Among the objectives identified, the active support to the UCCN, promoting its development, at international and national level, in order to achieve the goals set by the mission of the UCCN; the development of cooperation between member cities, aimed at establishing a reference point and a hub for creativity at national level; the establishment of a platform for reflection and research in the field of new economies to support the integrated connection between culture, economic development and tourism; the strengthening of relations with the Italian National Commission of UNESCO and with the Permanent Representation of Italy to UNESCO; the support to other Italian cities wishing to join the UCCN, especially cities belonging to those creative sectors not yet represented in the Italian Coordination.





3.6 Membership of the Steering Group and period: No

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

2019, number of applications:

18

2021, number of applications:

11



Major initiatives implemented at the local level to achieve the objectives of the UCCN

4.1 Literary narration of Milan: city of writers, readers and publishers.

One of the first projects carried out by Milan to promote literature in the city was the creation of interactive digital maps: the maps are tools to describe the territory and the context in an unconventional way and to measure the liveliness of Milan by stimulating an interest in books, authors and book players from different categories of interlocutors and institutions. The maps aim at enhancing Milan's publishing identity, at representing the ways in which the publishing industry as a whole is an integral part of Milan's territorial fabric, at restoring the story and image of the city through the eyes of writers from different eras, at highlighting in perspective the vitality of specific operators, neighbourhoods, cultural

areas and at progressively illustrating the city's cultural vitality and the positive interrelations between the publishing industry and other cultural and creative sectors. They are useful communication tools both for the local public and the city's users, as well as for the national and international public of tourists visiting the city, to offer a vision of understanding and reading the complex Milanese identity that enriches the traditional tale of the Lombard capital as a financial, fashion and design metropolis with the publishing component, of which Milan has been the absolute national leader since at least the second half of the nineteenth century. The interactive maps make it possible to promote knowledge of the literary and publishing city also to recently acquired citizens, considering that about 19% of the resident population was not born in Italy.



4.2 Inclusive reading for vulnerable readers: Literary experiences in virtual reality

Virtual Reality is a technology that is now widespread in various contexts: immersed in an alternative environment to the real world, users can enjoy a new form of entertainment that can meet both recreational and informative needs. The Milan Library System, which has always been committed to researching new technologies for promoting reading, launched an initiative in September 2019, in collaboration with the “StoryVR” Association and funding from the Italian Ministry of Culture's Centre for Books and Reading, which involved five libraries in the urban system. The initiative included, in its initial stage, workshop meetings during which users were guided in the creation of their own virtual worlds, combined with a path of reflection on the places chosen by each for reading, in order to create greater involvement. Inexperienced users were introduced to the new technology for creating virtual environments, while those who already had better IT skills were able to develop more sophisticated tools. Within the virtual rooms created, it was possible to listen to audio books chosen from a selection of stories and poems, in an environment that helped the user to enjoy the experience to the fullest. The immersive reading experience by means of virtual reality was also replicated in the San Vittore prison, during a workshop that introduced the inmates to this new reality. The inmates' interest in this new technology was tested and new ways of using it to support the planned educational activities were identified in collaboration with the teachers working in the prison school.



MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION

to achieve the objectives of the UCCN

5.5. ACTIVITIES WITHIN THE UNESCO CREATIVE CITIES NETWORK

Milan as Creative City of Literature is actively involved in cooperation for the implementation of common projects or individual cities within the Creative Cities Network. The following is an overview of the projects in which we have been promoters or actively involved in the last four years.

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5.5.1 Main project-based cooperation with more than one UNESCO Creative City

“Luoghi per leggere (per giovani scrittori)”. Participation in BookCity Milan (2018, 2019, 2021).

In the programme of international initiatives presented on the occasion of its application to become a UNESCO creative city, Milan included an activity called “Luoghi per leggere (per giovani scrittori)” [Places to read (for young writers)] aimed at professionals in the book sector. For the implementation of this initiative, which provides for contacts and exchanges with the other cities of the network in order to promote the dissemination of literary heritage and share good practices with respect to activities related to the world of books and reading, the event BookCity Milano was identified as the ideal context for the implementation of events. An entire programme dedicated to Milan as a UNESCO Creative City has therefore been created within the event, with the organisation of public meetings to which representatives of a different cluster city are invited each year. The cities of Dublin, Barcelona and Heidelberg have already participated in this initiative.

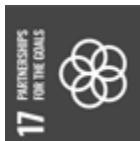
Urban spaces for creativity-based urban development: professional residency project (2021)

In 2019 Milan has announced its first Residency Programme aimed at operators and professionals in the book industry from the other Creative Cities of Literature. The city, which hosts 51% of the publishing houses in Italy, several foundations and publishing agencies and professional associations, is considered to all intents and purposes the Italian capital of publishing: hence the idea of deepening, through a residency programme, some relevant issues concerning books not only as a vehicle of culture, a tool for sharing and education, but also as an object of entrepreneurial activity and economic

and social development. Candidates were therefore asked to submit a project which, starting from an analysis of their own city/national context, could express an interest in a comparison with the Milanese/Italian context as regards: the creative processes and design of publishing products, the methods of cultural design, the organisation of the workflow and communication, the meaning of a publishing start-up. Following a call addressed to the Creative Cities of Literature, three professionals were selected (a bookseller, an editor and a librarian) who were hosted in our city for a period of 10 days in a path of knowledge of the cultural and productive fabric of the Milanese reality and with a confrontation that involved different professional figures, allowing an opening and a mutual exchange of international experiences. The residency, which was initially scheduled to take place in March 2020, was postponed due to the occurrence of the Covid-19 epidemic, and was carried out in September 2021.

Banned Books Week (2018).

On the occasion of Banned Books Week 2018, the city of Milan launched a social campaign to raise awareness on the issue of freedom of speech. With the collaboration of 10 Cities of Literature (Barcelona, Bucheon, Dublin, Edinburgh, Iowa City, Manchester, Melbourne, Nottingham, Seattle and Utrecht), the initiative aimed at engaging citizens to reflect on this issue by telling stories of books and authors considered "dangerous". Each UNESCO Creative City of Literature pointed out a book that had been censored and was considered significant for its city. At the same time, with the collaboration of Mimaster Illustrazione, a contest was organised for 25 young illustrators to create ad hoc graphics to be used for communication, and one of the workshops, held by the Spanish illustrator Pablo Amargo, was dedicated to the creation of the poster for Banned Books Week.





Cities of literature trails - 2019.

As part of the realisation of the XIII Conference of UNESCO Creative Cities, Milan collaborated with Fabriano, the City of Craftsmanship, to set up and manage the literature pavilion. On that occasion, two projects were carried out involving the UCCoL for the promotion of the cluster. The "Cities of literature trails" project aimed at reconstructing the literary identity of the Cities of Literature through a video narration of symbolic places in the territory linked to literary trails. A narration through images of a world literary tour through the cities which, summarised in a video and projected inside the pavilion, constituted a presentation to the public of our cluster in a more realistic dimension, through a storytelling that could be used by all the participants for promotional or communication purposes, and combined with an installation that wanted to emphasise and represent the distribution in

the world of those cities that wanted to use creativity linked to books as a driving force for development. Another project to enrich the contents of the Literature Pavilion was the "UNESCO to read" initiative, which took its cue from the "Milano da Leggere" [Milan to read] project that has been running in our city for several years. The initiative consists of a virtual shelf containing a series of titles focused on our city, each of which is associated with a QRCode that makes it possible for all citizens to download the relevant ebook free of charge onto their device from the site dedicated to the initiative. On the occasion of the Fabriano Conference, an ad hoc page was created containing books, in their original language, from the participating UCCoL cities, placed on a virtual bookshelf freely accessible to the participants in the Conference and all the citizens who were made aware of it thanks to the dedicated social campaign.



5.5.2 Activities within the UNESCO Creative Cities of Literature Network

Heidelberg - Poetic encounters for Krakow (2017/2018). The works of the Italian poets Maurizio Cucchi and Helena Janeczek have been selected for the publication edited by the city of Heidelberg and destined for the city of Krakow, the host of the Annual Meeting of UNESCO Creative Cities. It is a unique collection of original manuscripts on paper made available by the Creative City of Fabriano, which also took care of the binding, and a video presentation of the preparation of the work was also made.



Krakow - Multipoetry (2018). The poet Maurizio Cucchi was presented in Krakow in 2018 as part of the Multipoetry project with a projection on the walls of buildings in the city centre of one of his works, in a collective project involving all Cities of Literature



Ulyanovsk - Literary Tram (2018, 2021). Milan participated with a piece of writing by Leonardo Sciascia in the third edition of the Literary Tram, an initiative that combines an urban journey with a literary trip to literary cities around the world by reading extracts from the works of authors from those cities.



Reykjavik - Read the world (2018). The city of Milan participated in the project carried out by Reykjavik on the occasion of the Reykjavik Reads Festival to create a graphic exhibition of texts from the Cities of Literature, to celebrate freedom of thought, independence and rebellion.



Granada - World Poetry Day (2019, 2021). On the occasion of World Poetry Day, Milan contributed to the initiative launched by the city of Granada to create a common celebration of UCCoL, with city events and social communication of the general programme of all participating cities.

Granada - Quimera project (2019). A short story by the writer Stefano Bartezzaghi was selected and translated to contribute to a special monographic issue, dedicated to the UNESCO Creative Cities of Literature, of the magazine Quimera, one of the most important literary magazines in Spain.



Slemani - "You will remain" anthology (2020). Milan participated in the initiative to create a collection of writings to make distancing more bearable through the literature of Creative Cities, and to encourage a positive attitude among people.

Nanjing - One City one Postcard (2020). Milan joined the Nanjing project to promote the UNESCO Creative Cities of Literature. By collecting images from the cities in the cluster, a collection of postcards and an exhibition were created that made it possible to visually "read" the different realities.



Heidelberg - Planet Dürrenmatt (2020). On the occasion of the 30th anniversary of the death - in December 2020 - and the 100th birthday - in January 2021 - of the famous playwright, storyteller, essayist and artist Friedrich Dürrenmatt, Milan has contributed to the creation of a showcase exhibition, organised by the Heidelberg Library and dedicated to the Swiss author's international translations.



Iowa City - 17 books for 17 SDGs (2020, 2021). The social media campaign designed to raise awareness and promote the Sustainable Development Goals (SDGs) is in its second year and Milan participated for the first time. For 17 days, the Creative Cities of Literature posted daily on their social platforms their reading suggestions for each SDG, using the hashtag #17Booksfor17SDGs.

Manchester - Poetry & the City (2020).

The opening of the new poetry library in the city of Manchester, the fourth of its kind in the UK, saw a joint participation of UCCoL in the "Poetry & the City" project: a special digital and physical exhibition through which the Cities of Literature were explored through their poetry.

Ulyanovsk - Literary Ice Rink (2020/2021).

In January-February 2021, Ulyanovsk presented poems from UNESCO literary cities, in their native language and a Russian translation, on the city's ice rinks. A new opportunity to introduce literature into the urban environment and draw attention to it through a new format of interaction with the public.

Melbourne - Bookshops of the City of Literature (2021).

The "Libreria dello Spettacolo" [Bookshop of the Performing Arts] has been chosen by Milan as part of the Melbourne project that aims at representing the Cities of Literature through the publication of articles about some of the city's distinctive features in the book sector

5.5.3 Foreign visits. Milan has a well-established international vocation for hospitality that opens up to other UCCN cities; as part of the BookCity event we hosted visitors from Dublin, Barcelona, Heidelberg and Manchester, while the residency project carried out for the first time in 2021 saw the participation of guests from the cities of Norwich, Barcelona and Krakow. Ljubljana and Angouleme visited our offices for a get-to-know-you and operational meeting.

PROPOSED ACTION PLAN

for the forthcoming mid-term period of four years

6.1 Presentation of a maximum of three main initiatives, programmes or projects aimed at achieving the objectives of the Network at the local level, while highlighting expected outcomes and impacts.

“pARTI comuni”

"pARTI comuni" is a project, co-financed by the "Cariplo" Foundation, which will involve the city over the next two years. The project takes its cue from the Milanese experience of condominium libraries, which have sprung up spontaneously in the urban area and developed thanks to the active support of the Libraries Department of the Municipality of Milan. Condominium libraries have three fundamental functions: they are a meeting place and a place for relationships, a free book lending point available to everyone (not only residents of the condominium) and an active tool for promoting reading through dedicated meetings and initiatives. Condominium libraries

were created, on the initiative of residents, in mainly peripheral areas of the city and, therefore, represent areas with little cultural coverage. The birth of these realities has favoured a process of spontaneous inclusion, started by the citizens themselves, which has made condominium libraries concrete expressions of social and cultural solidarity, reflecting the peculiarities of the urban context in which they are located. This feature makes them optimal interlocutors for more structured subjects with whom they can establish good collaborations. With this project, Milan City of Literature is committed to further supporting existing condominium libraries and promoting the creation of new ones, providing additional tools (training, communication support, books and equipment necessary for carrying out initiatives) to citizens who decide to set up this type of organisation and promoting relations between subjects involved in promoting reading in the areas where condominium libraries operate.





Discovering literary Milan

The literary mapping of the city, carried out during the first four-year period, aimed at highlighting the roots of the book industry in the city. As a natural evolution of this project, we are now proposing the development of the existing platform through the creation of "literary routes", in collaboration with the University of Milan - Faculty of Literature. The literary routes, which will be real and/or virtual, will be translated into concrete experiences and forms of collective and/or individual use in order to allow citizens and tourists to enjoy a historical and narrative reconstruction of literary Milan. The project also aims at enhancing, through geo-referential reconstruction, the places where the writers or protagonists of the story have left their mark. Finally, the project envisages a simplified route for children and young people, referring to particular authors/works/themes, to bring them closer to literary Milan.

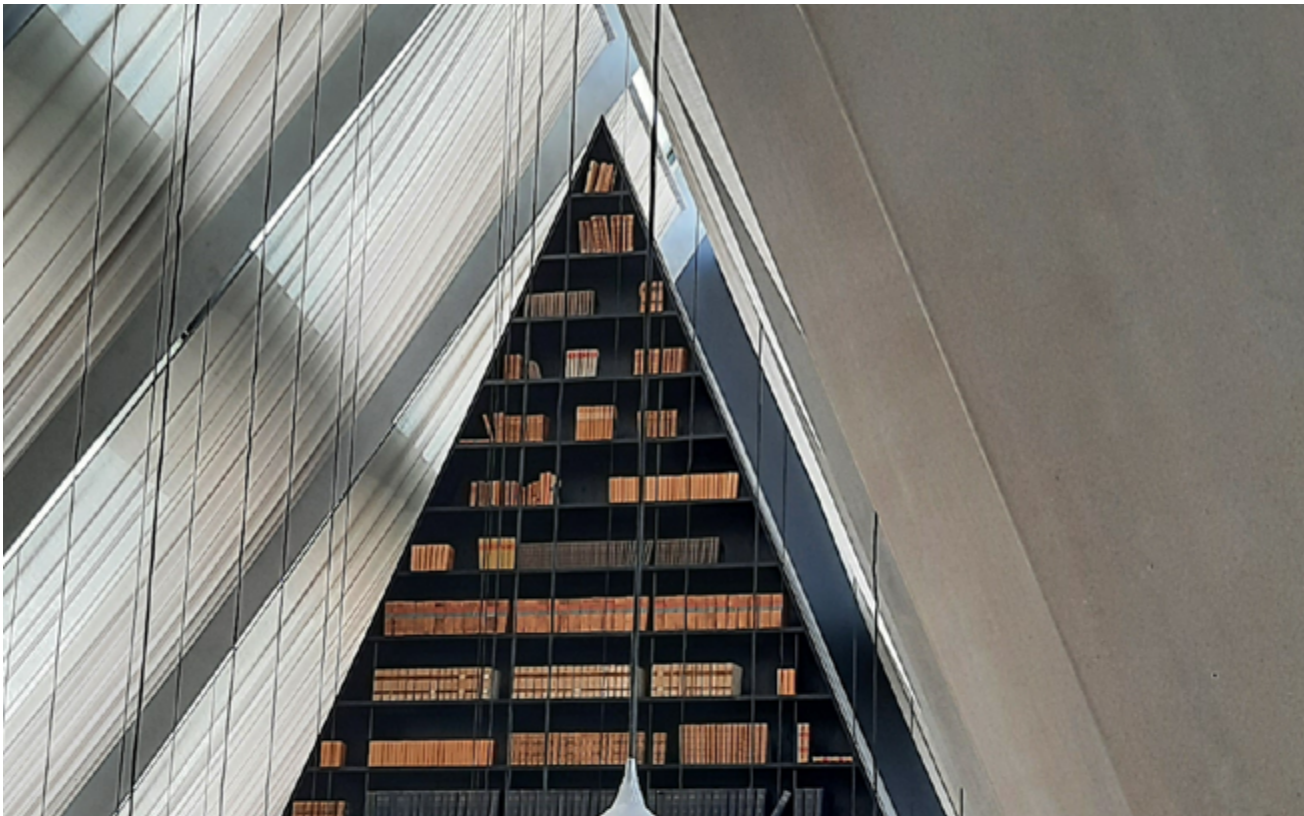
6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network.



Narrating Creative Italy

Within the framework of the Coordination of the Italian UNESCO Creative Cities belonging to the 7 UNESCO clusters, Milan has proposed itself as their "narrator", in order to carry out a project aimed at narrating their creativity. This action will be implemented through the publication of an international call for proposals, edited by Milan UCCoL, to identify young writers, aged up to 35, from the Creative Cities of Literature. The selected authors will be hosted in the Italian UNESCO Creative Cities, through a residency project, on the occasion of particular events, shows etc., dedicated to the creative sector of the host city, for an immersive and shared experience of knowledge of the territory, its peculiarities and traditions. The guest author will be asked to write a piece of writing about his experience in the Creative City of residency, offering a new interpretation of it. The texts will then be made available online on the website of the Creative Cities narrated and collected as a whole in an updatable publication, edited by the Milan Creative City of Literature.





6.3 Estimated annual budget for implementing the proposed action plan

Personnel costs	150.000 euro
Programmes and events	150.000 euro
Participation in UNESCO activities (i.e. meetings)	30.000 euro
Promotion and marketing	40.000 euro
	tot. 370.000 euro



6.4 Plan for communication and awareness

In 2021, a new website of the Milan UNESCO City of Literature was created, to enhance communication about the activities of the city of Milan, its stakeholders and the UCCN. The intention is to make information widely accessible on the possibilities offered by the network of UNESCO Creative Cities, and in particular those of Literature, to promote reading and stimulate the development of all creative sectors, at national and international level.

INITIATIVES UNDERTAKEN IN RESPONSE TO AND FOR THE RECOVERY FROM COVID-19



The difficulties resulting from the Covid-19 pandemic provided an opportunity for the city of Milan to rethink its activities and services, some of which had already been worked out, and a demonstration of the resilience of the book sector in such an impactful circumstance. In particular, libraries and independent bookshops adopted new operational strategies, using digital communication channels and diversifying distribution procedures to cope with the problems generated by social distancing.

Milan UNESCO Creative City of Literature, operating through the SBM, was also able to provide both economic and logistical support to independent bookshops and the publishing sector. As far as economic support is concerned, through the SBM it was able to access the "emergency fund for companies and cultural institutions" of MiBACT - General Directorate for Libraries and Copyright - receiving an extraordinary overall contribution of € 200,038.00, which it distributed equally to the 49 bookshops that responded to the call for proposals, for the purchase of books to be destined to the libraries of the system, reaching a total of 11,335 volumes purchased. In addition, Milan UNESCO Creative City of Literature intervened to support the independent bookshops by guaranteeing them the help of the SBM and by making some spaces of the "Sormani" central library available

for the organisation of 15 meetings dedicated mainly to new publications. This initiative enabled independent bookshops to cope with the difficulties represented by the lack of spaces with sufficiently large areas to guarantee social distancing, in compliance with anti-Covid-19 regulations, for the realisation of events in support of sales, such as meetings with authors and book presentations.

The enhancement of digital activities constituted a solid basis to ensure the operability of the publishing stakeholders. In particular, the SBM, also in collaboration with associations and bookshops in the city, has set up a series of initiatives aimed at promoting its services, providing IT support to citizens, training, participating in online festivals, etc.

1 CREATION OF NEW ONLINE PLATFORMS for the promotion of new digital contributions and online initiatives offered by libraries, dedicated both to a general public (BIBLIO...TAC!) and to children, young people, parents and educators with the offer of projects, resources and opportunities of particular interest (LABIBLIOTECADEIRAGAZZIWEB) [THE CHILDREN'S WEB LIBRARY].

2 CREATION OF NEW PERSONALISED SERVICES, aimed at specific or general audiences. For boys and girls aged 3 and over, the "STORIE DELLA BUONANOTTE" [Goodnight Stories] initiative was launched, during which, starting at 8.45 p.m., librarians read fabulous stories to accompany the youngest children into the world of dreams. The "CAROSELLO DELLE STORIE" [Carousel of stories], a playlist of fairy tales and stories read by librarians and volunteer readers, has also been created for children and can be found on the YouTube channel of the Milan Library System. A new remote service - "CONSIGLI DI LETTURA" [Reading Advice] - has been set up for library users, offering them personalised advice to help them choose their reading according to their interests and preferences. The librarians prepare a list of books which will be sent by email. If the proposals are confirmed, the books can be collected from the library. One of the libraries in the system has developed a service specifically for children ("VIDEOCHIAMA@

VALVASSORI"). You book a video call session by sending an email to the library and during the appointment the librarian guides you through the shelves answering your questions, recommending old and new books and showing you the book covers, just as if you were there.

3 DELIVERY OF BORROWINGS AT HOME (from November 2020) a service aimed at citizens over 70 and those who, for reasons linked to the Covid 19 epidemic and other reasons of frailty or health, cannot leave their homes. Users who fall into these categories can request, by phone or email, books, audiobooks, films, music CDs from their reference library to be received directly at home.

4 BORROWING WITH COLLECTION AT KIOSKS OR BOOKSHOPS a service designed for citizens who do not have a library close to their home, so that they can pick up books booked online from the city libraries' catalogue at newsagents and bookshops participating in the project. In this way, in collaboration with "Librerie Indipendenti Milano" [Independent Bookshops Milan] and the "Sindacato Nazionale Autonomo Giornalai" [National Union of Independent Journalists], a network was created that includes 6 independent bookshops and 30 newsagents distributed throughout the city, which will expand the network of "borrowing points", offering users a service of greater territorial proximity.

5 IT SOS The service is intended for the most vulnerable citizens: the elderly, people in financial, physical or social difficulties who cannot count on other forms of help, and provides remote support in the use of IT tools. The service has proved fundamental during long periods of social distancing to carry out both work and study-related activities, but also to enjoy cultural and entertainment content, to allow contact with friends and family and to access the various services provided by the public administration. Implemented in collaboration with the "Informatica Solidale" association.

6 FESTIVALS AND EVENTS In spite of the difficulties represented by social distancing and the cancellation of some important events, or their reconversion into a digital version, Milan UCCN was represented through the SBM in the "Hai visto un re" festivals dedicated to publishing for children, and in the "Festival delle abilità", an initiative aimed at integrating the socially disadvantaged through the exploitation of the talents of artists (sculptors, poets, painters, actors, musicians and shadow play magicians) to rewrite the imagery of contemporary culture in the broadest sense. Other important events have been converted into a digital version: "La Sherlockiana", a traditional event dedicated to detective stories; "BOOK PRIDE", the National Fair of Independent Publishers, in which a virtual

stand has also been dedicated in Milan to promote services dedicated to reading. Finally, an entire schedule of events - film screenings, exhibitions, street art events, publication of ebooks by the SBM - was dedicated to the 70th anniversary of the release of Vittorio De Sica's film "Miracle in Milan", shot in the city, winner of the Palme d'Or at the Cannes Film Festival and the New York critics' award for best foreign film. Rome UNESCO Creative City of Film collaborated in the initiative.



Appendices

[The Cultural and Creative Cities Monitor](#) by the EU commission
2019 Milan was confirmed for the second time in 4th place among 20 European cities with a population of more than 1,000,000 inhabitants.

The Municipality of Milan has been awarded the “Reading City” title twice in a row:

In the two-year period 2018-2019 and reconfirmed for the two-year period 2020-2021. The award, conferred by the Ministry of Culture’s Centre for Books and Reading ([Cepell](#)), is aimed at promoting and enhancing those municipalities committed to carrying out public policies to promote reading in their territory continuously. The aim is to recognise and support socio-cultural growth through the dissemination of reading as a recognised and shared value, capable of positively influencing the quality of individual and collective life.

READERS IN MILAN

AIE Observatory on reading and purchasing in the City of Milan.

Source: [Ufficio studi Associazione Italiana Editori on Pepe Research data - October 2021](#)

1 As part of BookCity 2021, the Milanese event dedicated to books and its readers, a survey on reading and purchasing of books in the city was presented. The research was carried out by Osservatorio AIE, in collaboration with BookCity Milano, on the basis of data from PepeResearch and was presented at the Cariplo Factory during the event.

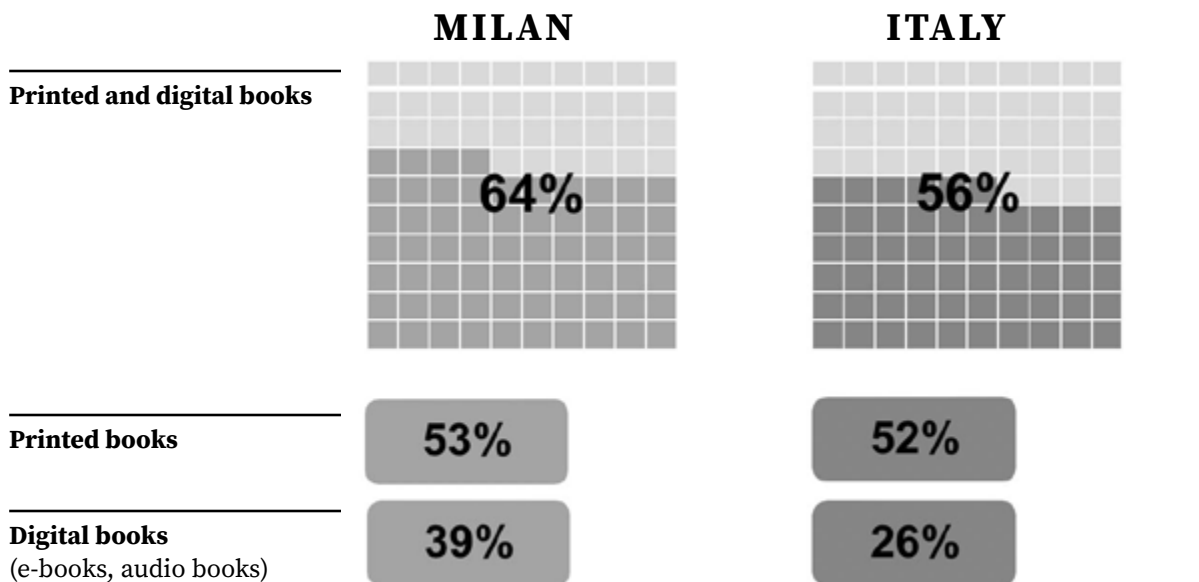
2 The research provides data on reading and purchasing of books, ebooks and audiobooks in the municipality

of Milan among the population 14+. The survey was conducted in October 2021 on a sample of 1000 interviewed. The data refer to self-reported behaviour by the interviewed for the previous twelve months.

3 The data on reading and purchasing in Milan were compared with the national data of the Osservatorio AIE carried out in September 2021.

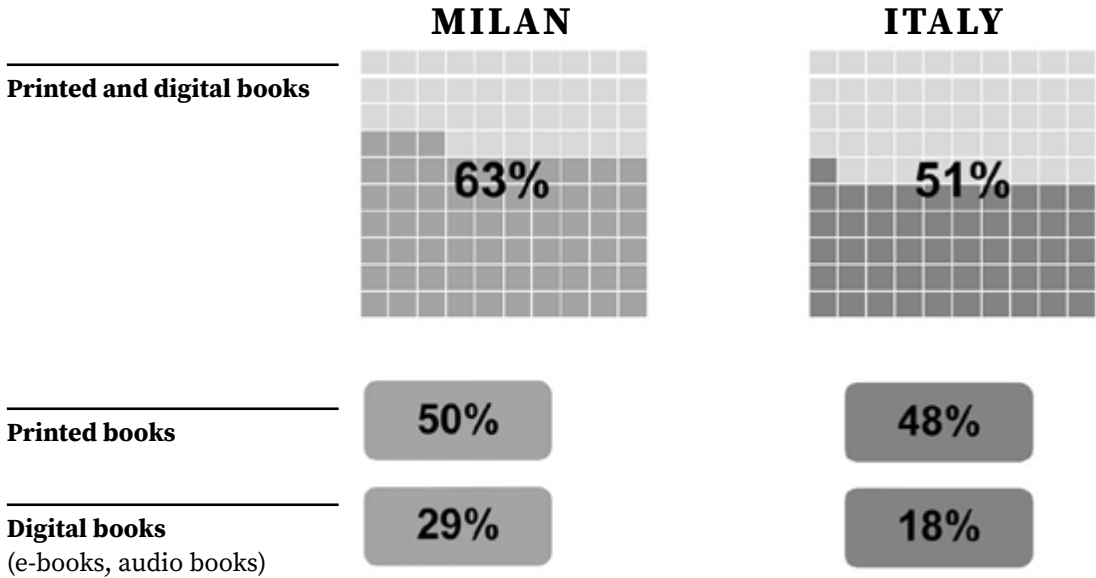
Milan has more readers than the rest of Italy

Readers of at least one printed or digital book in the previous 12 months; values in % of resident population; multiple answer

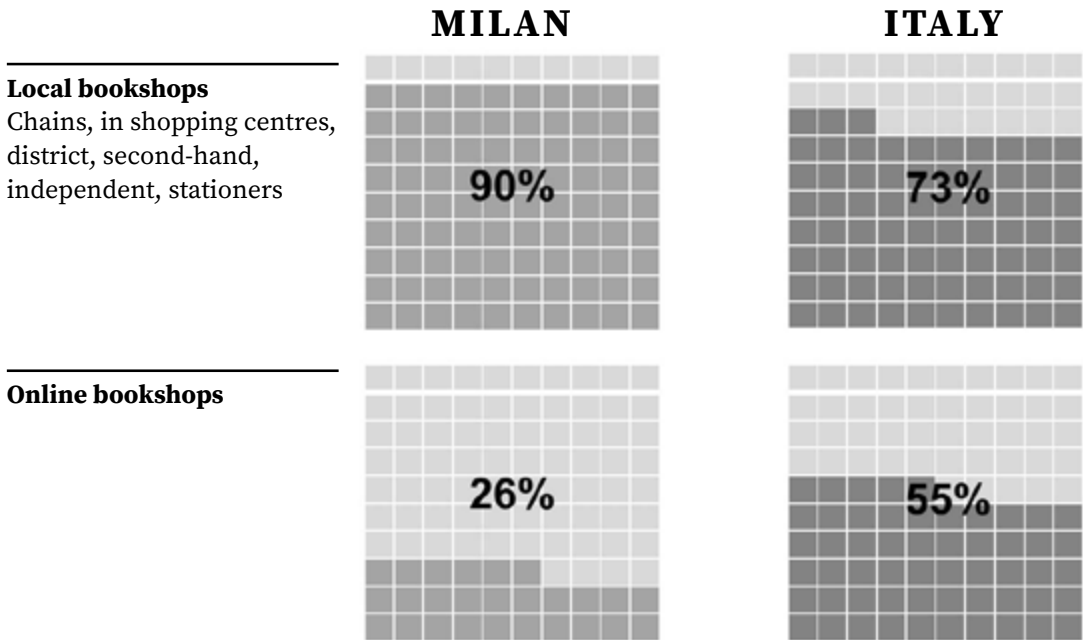


Omissis

Milan has more paper and e-book buyers than the rest of Italy
 Buyers of at least one printed or digital book in the previous 12 months; values in % of readers; multiple answer

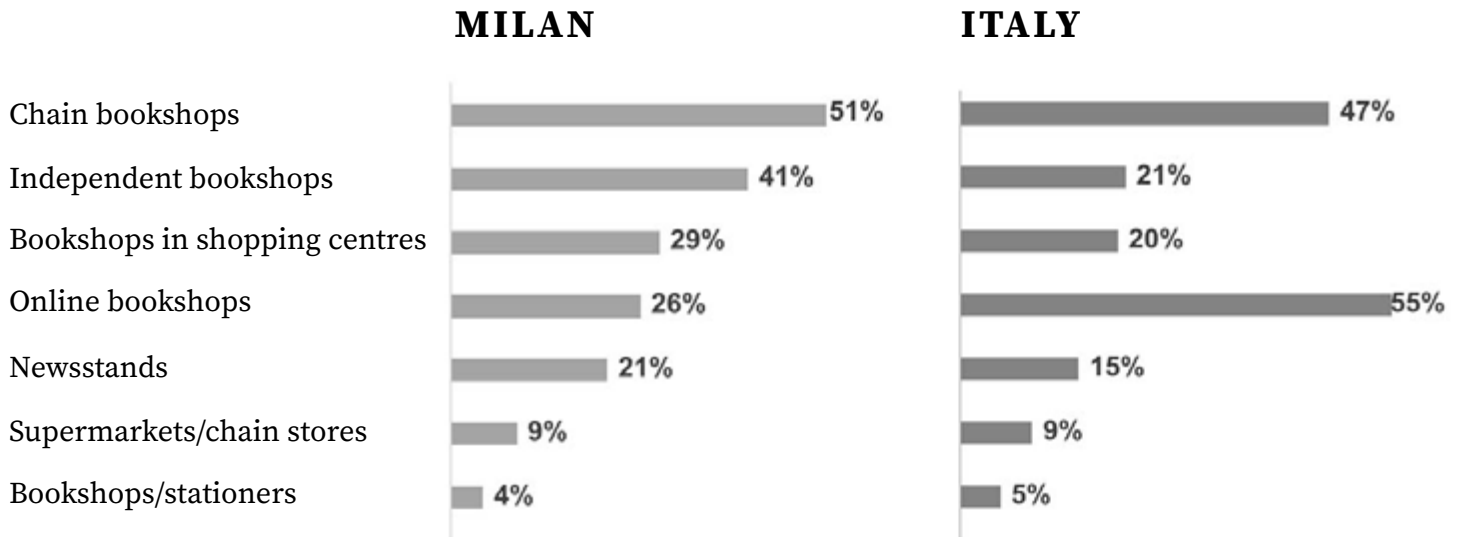


Where do the Milanese buy their paper books?
 Buyers of at least one printed book in the previous 12 months. Values in % of purchasers; multiple answer



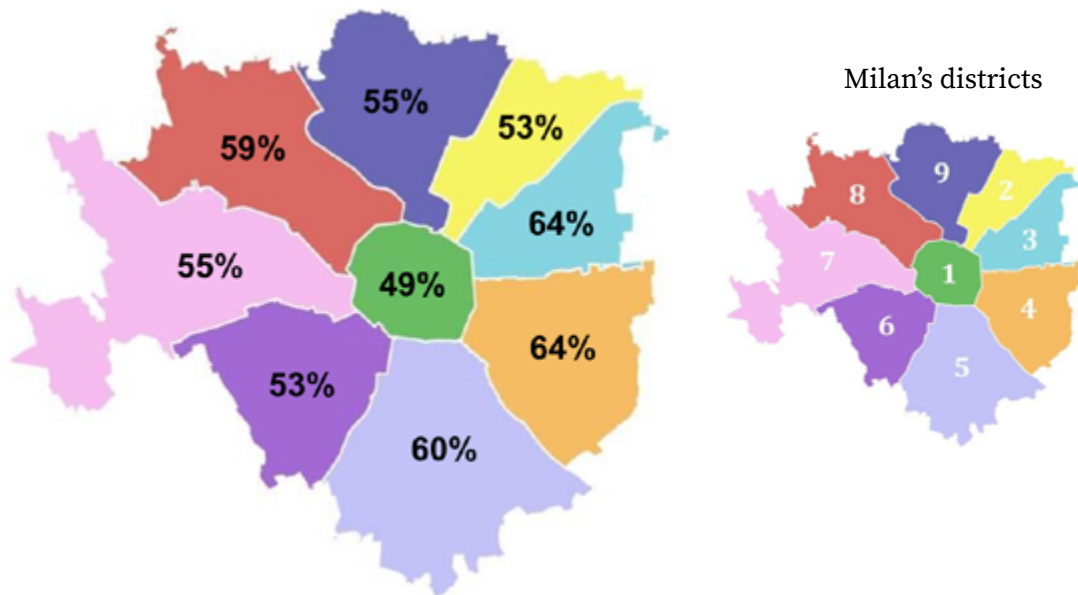
The Milanese love to buy in bookshops. But in which bookshops?

Buyers of at least one printed book in the previous 12 months. Values in % of purchasers; multiple answer



Reading in the city districts

Per 100 readers resident in the district. Values in % of population; population 14+



Omissis

Web site: <https://www.comune.milano.it/web/milano-city-of-literature>

Facebook: [@milanocityofliterature](https://www.facebook.com/milanocityofliterature)

