

Dublin UNESCO City of Literature

Strategic Plan 2020 - 2022

This Strategic Plan sets the developmental framework for the realisation of the ambitions of Dublin as a UNESCO City of Literature for the period 2020 - 2022

It also guides the activities, partnerships and programmes of the office of Dublin UNESCO City of Literature (DUCoL) which is resourced by Dublin City Council and managed by its Public Library Service.



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



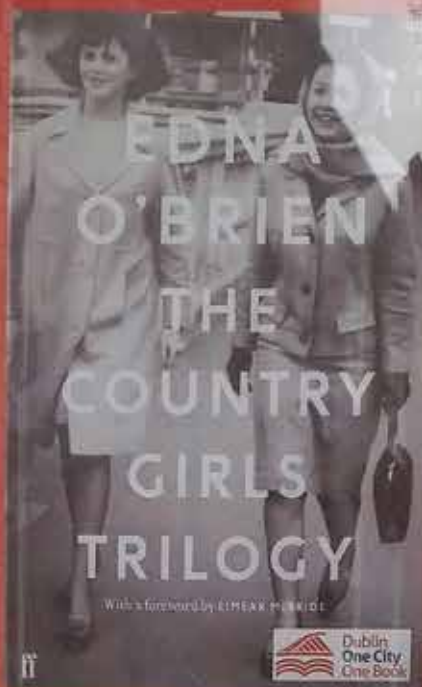
An Roinn
Cultúir, Oidhreacht agus Gaeltachta
Department of
Culture, Heritage and the Gaeltacht

Dublin One City One Book

dublinonecityonebook.ie

April 2019

Borrow the book
from Dublin City
Public Libraries
Events Citywide



Dublin One City One Book

dublinonecityonebook.ie



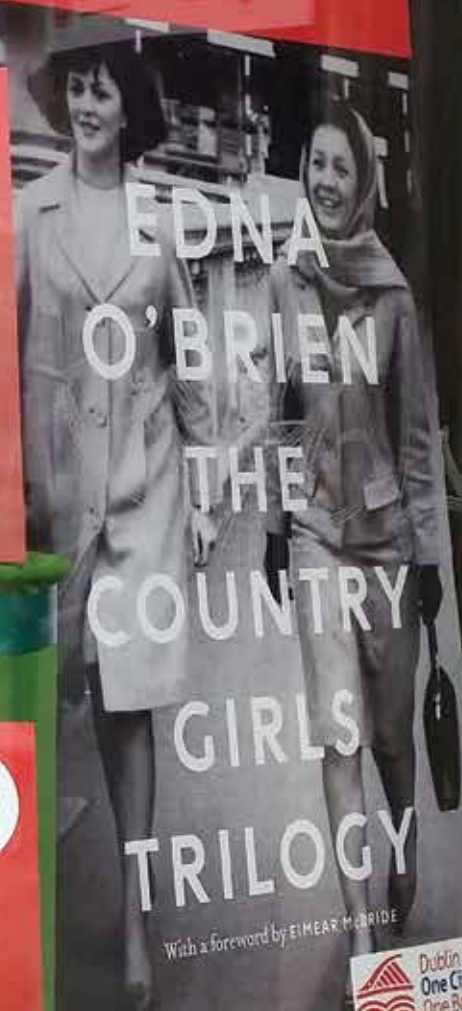
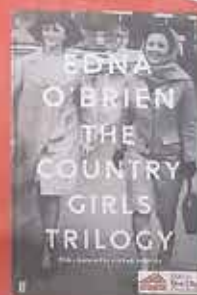
Dublin
One City
One Book

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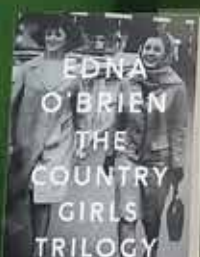


Dublin
One City
One Book

April 2019
Borrow the book
from Dublin City
Public Libraries
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Hodges Figgis
Book display, 2019



Dublin
One City
One Book

April 2019
Borrow the book
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Background

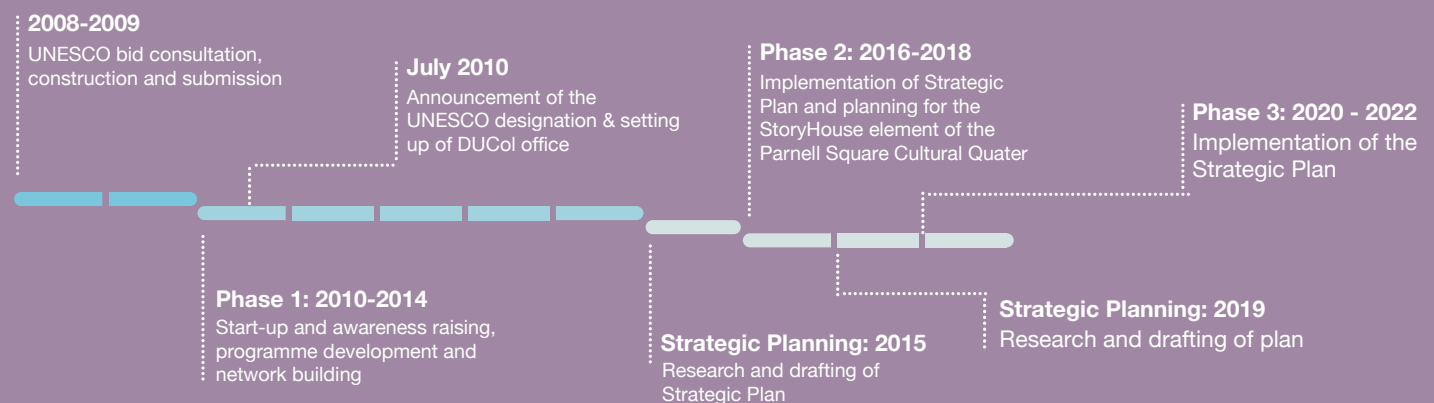
Led by Dublin City Council's Library Service and a Steering Committee representative of local and national interests, the process of achieving international recognition as a UNESCO City of Literature has served to bind together disparate groups and organisations with the common purpose of enhancing Dublin's reputation as a pre-eminent city of literary and cultural diversity.

In July 2010, following an extensive and inclusive application supported by Dublin City Council, national government, and a wide range of literary-related stakeholders together with academic, tourism, business and media organisations,

Dublin was designated a UNESCO City of Literature, part of the UNESCO Creative Cities Network (UCCN). A dedicated office, Dublin UNESCO City of Literature (DUCoL), was set up within Dublin City Libraries headquarters to drive the designation and ensure its use for the benefit of the city.

DUCoL's ambition is to ensure that the city is a fully active member of the UNESCO Creative Cities Network (UCCN) thus enshrining its position on the world literary scene. DUCoL's aim is also to support, animate and develop the designation in the interests of citizens and visitors to Dublin.

Dublin UNESCO City of Literature Timeline



UNESCO Creative Cities Network

The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The current member cities span seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts and work together towards a common objective - placing creativity and cultural industries at the heart of their development plans at local level and co-operating actively at international level.

UCCN Aims

Build a welcoming and co-operative network that reflects the diversity and richness of the world's languages and literatures.

Promote the value of dialogue and freedom of speech and expression in all our activities.

Pursue through the network international opportunities that benefit our local and national literary sectors.

Work to strengthen the relationships between all creative cities around the world.

Be active and proactive in our communications with each other and our partners.

Methodology

The compilation of this Strategic Plan follows a consultation process with key stakeholders at a focus group in October 2019. The resulting plan charts a developmental course for the Dublin UNESCO City of Literature designation, guided by four strategic aims and supported by key actions.

Vision

That Dublin is recognised locally, nationally and internationally as a 'A City of Words' where reading, writing and storytelling are experiences embedded in the cultural, social and economic life of the city, its citizens and its visitors.

Mission

To support, animate and develop Dublin as a UNESCO City of Literature, reflecting a capital city where the literary ecosystem is creative, dynamic and sustainable - and positioning Dublin as a valued partner, actively contributing to the UNESCO Creative Cities Network.

Priority Areas Identified for the Strategic Plan

DUBLIN, A CITY OF WORDS
WITH A PROUD LITERACY
TRADITION - LOOKING TO
THE FUTURE

The consultation process clearly identified a variety of areas reflecting the diverse range of stakeholder engagement and which are set out in the chart below.



Strategic Plan - Main Themes

Following the consultation process the priority areas identified above have been condensed into six themes each with local, national and international dimensions.

Themes	Key Strategic Aims
1. Promote: Literature and encourage reading	Encourage engagement with literature through One Dublin One Book, City Wide Reading Campaign, Literature in Translation and The Dublin Literary Award
2. Diversity for all	Commit to diversity in literature and access for all

LITERARY INSTITUTIONS IN
DUBLIN ATTRACT OVER
4.2 MILLION VISITORS A YEAR

Key Actions

- 1.1 Use online resources to communicate the message of Dublin UNESCO City of Literature more efficiently
 - 1.2 Re-imagine the 2021 One Dublin One Book programme, develop partnerships, and use innovative approaches to increase readership and engagement
 - 1.3 Showcase Irish literature in translation with a special 25th anniversary event in partnership with Literature Ireland
 - 1.4 Go digital with the Citywide Reading campaign for children and bring more virtual author events into the classroom, to complement the traditional approach of library visits
-
- 2.1 Consider diversity when choosing titles and authors for reading campaigns and events, regarding themes as well as creators; strive to tell 'other' stories
 - 2.2 Choose creative and alternative texts for the annual One Dublin One Book programme, being mindful of telling other stories and the importance of representation of all citizens
 - 2.3 Work to broaden and increase public engagement with literary content - Target new cities from under-represented regions of the world in the nomination process for the International Dublin Literary Award, with specific targets for 2022 and beyond
 - 2.4 Continue to explore partnerships with a variety of organisations to increase our reach and accessibility
 - 2.5 Use digital tools to be inclusive with literary programmes
 - 2.6 Work towards the UN Strategic Development Goals in all planning
 - 2.7 Ensure that literary campaigns are as accessible as possible to all citizens.

Strategic Plan - Main Themes (contd.)

Following the consultation process the priority areas identified above have been condensed into six themes each with local, national and international dimensions.

Themes	Key Strategic Aims
3. Support: Advocate for writers	Support writers at all stages of their careers
4. Connect: Develop Partnerships	Strengthen and enhance Dublin's reputation as a city of literature in national and international contexts.

NOT JUST A GLORIOUS PAST, BUT AN
OPPORTUNITY TO CELEBRATE LIVING
WRITERS AND LIVING LITERATURE

Key Actions

- 3.1 Continue to run the International Dublin Literary Award and regularly review processes to strengthen its position at the heart of Dublin UNESCO City of Literature
 - 3.2 Initiate writers' residencies as part of annual project plans -
Create at least two virtual literary residencies to provide opportunities for Irish writers
 - 3.3 Fund residencies abroad where possible
 - 3.4 Work with emerging writers of library-based writing groups -Publish a collection of work by the Dublin City Libraries creative writing groups in 2021
 - 3.5 Share information about opportunities for Irish writers through the Cities of Literature network
 - 3.6 Continue with policy of acknowledging writers for their work, and encouraging other literary organisers to do likewise, including festivals and organisations connected with the office
-
- 4.1 Showcase the International Dublin Literary Award nationally and internationally through partnership with library authorities, embassies and the Cities of Literature
 - 4.2 Find ways to meaningfully collaborate with other Cities of Literature and Irish Embassies abroad on One Dublin One Book and the International Dublin Literary Award
 - 4.3 Continue to develop relationships with literary organisations and especially support new literary groups and artists in their plans, financially and with publicity
 - 4.4 Continue to contribute on boards of Dublin Book Festival and Literature Ireland in order to ensure City of Literature is part of planning and policy conversations for literature in the city
 - 4.5 Be an active member of the Cities of Literature network - take part in Cities of Literature network sub-groups to share knowledge and resources

“It’s the history. It’s the love of words..
it’s a city of literature, of course it is. It’s
Dublin.” **John Boyne, author**





Appendix 1

Thanks to the people below who contributed to research for this strategic plan.

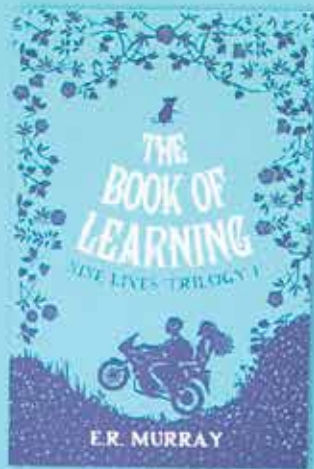
Name	Organisation / Expertise
Sarah Bannan	Head of Literature, The Arts Council, Ireland
Moirá Cardiff	Development Education Project Officer, Poetry Ireland
Celia De Fréine	Bi-lingual writer
Martina Devlin	Journalist / writer
Martin Doyle	Journalist / writer
Catherine Gallagher	County Librarian, Dun Laoghaire - Rathdown Libraries
Marian Keyes	Senior Executive Librarian - DLR Lexicon Library
Bernadette Larkin	Programme co-ordinator, Dublin City Council Culture Company
Niall MacMonagle	Broadcaster / journalist / editor
Julianne Mooney	Programme Co-ordinator - Dublin Books Festival
Sinéad O'Hara	Assistant Principal Officer, Department of Tourism, Culture, Arts, Gaeltacht, Sports & Media



**READ ALL
ABOUT IT!**

**MAGICAL BOOK
FOUND IN DUBLIN!**

Citywide Reading
for Children



**AVAILABLE IN ALL CITY
PUBLIC AND
AND**

**FREE SCHOOLS
JANUARY 16**

W
W

DU



Launch of City Wide Read with
author Elizabeth Murray 2016



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



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