



Czechia

Topic:

Transformation

Achievement:

Cross- Sectoral
Pioneers Cross- Sectoral
Policies and Governance

Sector:

All CCS and Cross-
sectoral

PERMA(CULTURE): Green Storytelling in the European Capital of Culture Budweis 2028

Budweis shows how the ECoC may provide a strong green storytelling approach by building strategy, programme and implementation activities on the concept of “Perma(Culture)”. Deriving from agriculture, the Perma(Culture) idea has allowed avoiding greenwashing challenges, while facilitating a shift for environmental sustainability from an activists’ agenda to ECoC’s long-lasting legacy, reconnecting and empowering local populations.



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Challenge

Avoiding elements of greenwashing in the ECoC will require substantial investment in technical support as well as related to impact measurements on project level. These are time-consuming and costly activities, but required to demonstrate how a sustainable ECoC can be implemented. Furthermore, it is necessary to find ways to communicate what a European Capital of Culture cannot achieve in view of ecological transformation.

Solution

The creation of a platform for environmentally sustainable culture sectors will accompany all partners of the ECoC from culture to tourism, transport, agriculture with their sustainable project implementation. Impact measurement will play a crucial role in order to avoid green washing. Green practices like recycling are now common in many of the cultural institutions. Innovative circular economy approaches are currently tested by culture institutions.

Impact

Decision- and policymakers have now accepted the topic of Perma(Culture) which was originally perceived as an activists' agenda. The way of addressing the topic of environmental sustainability has changed during the implementation time, from activities to making of long-lasting positive change. When working on infrastructures for the European Capital of Culture, architecture, design and environmental aspects are taken into account in the city.

Milestones & Learnings

Context matters: Perma(Culture) suits South Bohemia's rural setting and helps Czech cultural sectors engage in sustainable futures.

In times of crisis, people need hopeful narratives that guide sustainable practices and reconnect them with nature; art and culture are key.

Cooperation with the scientific community enhances credibility and impact.

Key Takeaways

- Cities and regions can be strong platforms for green storytelling, and the ECoC title amplifies this visibility across Europe and beyond.
- Budweis 2028 shows how green narratives can engage rural-oriented communities and decision-makers.
- Green storytelling works best within broader sustainability strategies, requiring dedicated communication and branding efforts, including in ECoCs.

Learn more about Budweis- European Capital of Culture 2028 on the [official website](#).



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