

# European Capitals of Culture info-day

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# Agenda



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1. What is an ECOC and which cities can be one?
2. Why should you want to be an ECOC? The benefits?
3. How to become one?
4. Keys to success





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# What is an ECOC?





# A large scale cultural programme

- Awarded to one **city** in 2 MS p.a. - can « associate » the region or surrounding area, but one city must be the leader!
- Programme lasts a full year
- A programme specifically for the year
- Very strong European dimension
- Not about what a city looks like, but what it **does** during the year





## A simple idea ....

« to highlight the richness and diversity of European cultures and the features they share, as well as to promote greater mutual understanding between European citizens »





## ... but an ambitious event!

- One of the most visible European cultural events, substantial in scale and scope
- Very high artistic and cultural quality requirements
- Considerable financial investment:
  - Total operating expenditure: between €15 and €100 million
  - Total capital expenditure: between €10 and 220 million





# Which cities can be one?

- 2012: Guimaraes + Maribor
- 2013: Marseilles + Kosice
- 2014: Umeå + Riga
- 2015 : Mons + Pilsen
- 2016: San Sebastian + Wrocklaw
- 2017: Aarhus + Pafos
- 2018: Valletta + NL
- 2019: Italy + Bulgaria





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# Why should you want to become one? The benefits







# Cultural benefits

- Stimulate creativity
- New audiences for culture
- New cultural infrastructure
- More international cooperation > professionalisation of the local cultural sector
- New career opportunities for artists
- More vibrant cultural life in city





# Economic benefits

- Regeneration and urban development
- Tourism: +12% on average compared to previous year (often far more)
- Knock-on effects for other sectors: hotel, catering, retail, taxis, etc
- New jobs
- Improved image for the city, « creative » city





# Social benefits

- Outreach programmes: free events, in public space and unusual places, participatory art
- For everyone: children, young people, the elderly, minorities, the disadvantaged, hospitals, etc
- Volunteer programmes





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# How to become one?





## A 2 stage competition

- A real competition > only 1 city can win
- The national Ministry for Culture organises the competition
- Starts 6 years before the event: in 2013 for 2019
- 2 stages :
  - pre selection
  - final selection





# The selection panel

- Proposals assessed by an international panel of **independent** cultural experts with no conflicts of interest to the cities
- 13 members > 7 appointed by EU institutions + 6 by national authority
- The panel is truly **independent**
- Assesses the bids against the criteria
- Panel members cannot speak to bidding cities
- **DO NOT LOBBY!** Costs money and is pointless





# One example : the 2019 title

- Italy and Bulgaria
- 2012 : call for submission of applications to be published by the MS
- End 2013 : pre-selection panel meeting => list of pre-selected cities
- Autumn 2014 : final selection panel's meeting => 1 « recommended » city
- 2015 : Designation by the EU Council of Ministers
  - (cities must call themselves "candidate cities" until then)





# Evaluation criteria: the European dimension

## **3 elements:**

- Content/ themes :
  - highlighting Europe's cultural diversity
  - highlighting common cultural heritage and aspects
- Process: international collaboration with artists/operators in other countries
- Examples in the *Guide for cities applying for the title*







# Evaluation criteria: city and citizens

## *2 aspects:*

- Citizen engagement and attractiveness to people from other countries
- Long-term cultural and social development of the city (« legacy »)





# How to apply: pre-selection stage

- Reply to the call for submissions of applications filling in the « Proposed Application for the title » in EN (optionally also in another official EU language) - this is the BID document
- Read carefully





# How to apply: pre-selection stage

- EN & IT version - 80 pages maximum – no more at pre-selection
- Times New Roman, font 12, A4 format
- Illustrations, graphics included in page limit
- 2 appendices:
  - Cultural programme (max. 10 pages)
  - Finance (max. 5 pages)
- No CDs, DVDs or other multi-media products at pre-selection
- **Respect or be INELIGIBLE and EXCLUDED**





# How to apply: final selection stage

- EN & IT version - 100 pages maximum
- Times New Roman, font 12, A4 format
- Illustrations, graphics included in page limit
- 2 appendices:
  - Cultural programme (max. 10 pages)
  - Finance (max. 5 pages)
- CDs, DVDs or other multi-media products allowed
- **Respect or be INELIGIBLE and EXCLUDED**





# Monitoring

- Monitoring and advisory panel > 7 independent cultural experts nominated by EU institutions
- Process coordinated by the European Commission
- 3 objectives : assessing the progress; giving guidance; checking compliance with the commitments
- 1 informal meeting (Nov. 2015)
- 2 formal meetings (in 2016 and 2018)
- The « Melina Mercouri » prize (€1.5 million euros?) if properly prepared





# Keys to success : concept

- Have a clear artistic concept and objectives on the basis of the criteria (European dimension etc.)
- Build on the history, characteristics of the city but also look forward
- Have a strong European dimension
- An attractive programme for other Europeans
- Develop some flagships early on that can be attractive for the media and sponsors





# Keys to success: think long term

- Embed the project as part of a long term strategy for the city, if possible include it as part of a strategic cultural plan in the city
- Benefit from the run up years
- Plan for the years after, including some budget
- Be clear on objectives, benchmarks and indicators
- Plan an independent evaluation and regular surveying





# Keys to success: citizen engagement

- Involve your local cultural sector as early as possible and keep them involved
- Involve other parts of civil society, business, social groups as early as possible and keep them involved
- Have a strong outreach strategy and develop a joined up audience development strategy







# Keys to success: implementation

- Get and maintain cross-party political support
- Stable public commitment to the programme and budget by public authorities
- Independence from the political authorities of the artistic director
- Relationship of respect and trust between the political authorities and the delivery body
- Seek private sponsorship, EU Cohesion Policy Funds
- A clear and strong communication strategy – EU visibility + EU logo





# Keys to success

## Information and best practices

- The Guide to cities applying for the title
- [http://ec.europa.eu/culture/our-programmes-and-actions/doc629\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc629_en.htm)
- The Palmer study
- 25 year anniversary brochure + conference conclusions





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# Thank you!

[http://ec.europa.eu/culture/our-programmes-and-actions/doc413\\_en.htm](http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm)

