



European Capitals of Culture info-day

Ann Branch
Head of Unit, "Creative Europe Programme - Culture"
European Commission

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Outline

- ✓ What is an ECOC?
- ✓ Why should you want to become one? The benefits?
- ✓ How to become one?



Why an info-day today?

- ✓ Croatia and Ireland in the first year, 2020 (tbc)
- ✓ The selection procedures for 2020 start 6 years before the year (end 2013)
- ✓ Certain innovations require cities to be thinking **already now!**
- ✓ N.B.: Legal base not finally adopted yet – changes still possible – please check final conditions once adopted



What is an ECOC?



A large scale cultural programme

- ✓ Awarded to one city in 2 MS each year + 1 city in a candidate or potential candidate country every 3 years
- ✓ The city can "associate" its region or surrounding area, but **one city** must lead!
- ✓ The programme must last a year
- ✓ Very strong European dimension
- ✓ Not about what a city looks like or its past/heritage, but what it **will do** during the year



An ambitious event

- ✓ One of the most visible European cultural events, substantial in scale and scope
- ✓ High artistic and cultural quality requirements
- ✓ Considerable financial investment:
 - ✓ Total operating expenditure: between 15 and 100 million euros (indicative)
 - ✓ Total capital expenditure: between 10 and 220 million euros (indicative)



General objectives

- ✓ To safeguard and promote the diversity of cultures in Europe and to highlight the common features they share
- ✓ To foster the contribution of culture to the long-term development of cities



Specific objectives

- ✓ To enhance the range, diversity and European dimension of the cultural offering in cities, including through transnational co-operation
- ✓ To widen access to and participation in culture
- ✓ To strengthen the capacity of the cultural sector and its links with other sectors
- ✓ To improve the international profile of cities through culture



**Why should you want to
become one?
The benefits?**



Cultural benefits

- ✓ Stimulate individual creativity
- ✓ New audiences for culture
- ✓ New cultural infrastructure and more culturally vibrant city
- ✓ More international cooperation > professionalisation of the local cultural sector
- ✓ New career opportunities for artists



Economic benefits

- ✓ Regeneration and urban development > improved image, "creative city"
- ✓ Tourism > + 12% on average compared to previous year (often far more)
- ✓ Knock-on effects for other sectors: hotels, catering, retail, taxis, etc
- ✓ New jobs



Social benefits

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



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: end 2013 for 2020
- ✓ 2 stages:
 - ✓ Pre-selection
 - ✓ Final selection



The selection panel

- ✓ Bids assessed by a panel of independent cultural experts with no conflicts of interest to the cities
- ✓ 10 European members appointed by EU Institutions + possibly up to 2 national members appointed by national ministry - tbc
- ✓ The panel is truly **independent**
- ✓ Assesses the bids against the criteria
- ✓ Panel members cannot speak to bidding cities
- ✓ **DO NOT LOBBY to affect outcome!** Costs money and is pointless



One example: the 2020 title

- ✓ Croatia and Ireland
- ✓ End 2013: call for submission of applications to be published by the MS
- ✓ End 2014: pre-selection panel meeting > list of pre-selected cities
- ✓ Autumn 2015: final selection panel meeting > 1 "recommended" city
- ✓ Formal designation by EU



The new criteria

- ✓ More explicit and measurable criteria subdivided into 6 categories:
 - **Contribution to long-term strategy**
 - **Capacity to deliver**
 - **Cultural and artistic content**
 - **European dimension**
 - **Outreach**
 - **Management**
- ✓ The panel has no obligation to give a positive recommendation if no city fulfills the criteria



How to apply

- ✓ Reply to the call for submission of applications with the proposed form in EN + Croatian
- ✓ Please note that this is the BID document
- ✓ Read carefully

Pre-selection:

- ✓ Check rules on length + accompanying material carefully

Final selection:

- ✓ Check rules on length + accompanying material carefully



Monitoring

- ✓ Monitoring and advisory panel > 10 independent European experts appointed by EU Institutions (+ possibly up to 2 national members appointed by national ministry - tbc)
- ✓ Process coordinated by the European Commission
- ✓ 3 objectives: assessing progress; giving guidance; checking compliance with commitments
- ✓ 3 meetings:
 - ✓ **Beginning 2017**
 - ✓ **May/June 2018**
 - ✓ **October 2019**
- ✓ The "Melina Mercouri Prize" (1.5 million euros?) if properly prepared



EU funding support

- ✓ Reinforced conditionality of the Melina Mercouri Prize :
 - **Special attention will be given to:**
 - The stability of the budgets
 - The independence of the artistic team
 - The European dimension
 - The visibility of the EU
 - The plans for monitoring and evaluation
 - **The Prize will be paid during the year of the title**



Conclusion

- ✓ Continuity but also improvements
- ✓ A strategic tool to help foster cultural policy development
- ✓ Try to ensure every single Capital has a long term legacy
- ✓ Try to ensure every bidding city benefits