



# European Capital of Culture Info Day in Greece

# 1. What is a European Capital of Culture?



# An ambitious event

- Not always a capital city
- A large scale **cultural** event of one year  
... developed for the title and with a strong European dimension
- Not about what a city looks like or its past/heritage, but what it **will do** (programme) during the year

# A demanding and complex event

- One of the most visible and successful European cultural events:  
An honour and a responsibility
- A multi-faceted event with (sometimes) conflicting agendas
- Time is needed for a careful preparation and planning:
  - To embed the event in a cultural longer term strategy
  - To significantly engage your citizens and key stakeholders
  - To ensure the right infrastructure is in place
- Learn from previous experience
  - > You have to put in place a bid team

## **2. What are the objectives of the European Capital of Culture scheme?**



# At European level

- Main objectives:
  - Promoting cultural diversity and common features of cultures
    - > ***"Sense of belonging to a common cultural area"***
  - Fostering contribution of culture to long-term development of your city
- On a more operational level
  - Enhancing the range, diversity and European dimension of the cultural offering in cities, including through transnational co-operation
  - Widening access to and participation in culture
  - Strengthening capacity of the cultural sector + links with other sectors
  - Improving international profile of cities through culture

# At local level

= Your own objectives

- On top of the EU level objectives
- Can be very varied, according to your own local priorities and circumstances
- Be clear about what you want to achieve
- Be realistic about what you can achieve

# 3. What are the potential benefits of being a European Capital of Culture?



# Multi-faceted benefits

- Cultural benefits
- Economic benefits
- Social benefits
- Depending on your local objectives and circumstances

## **4. What are the criteria used to assess the applications?**

# Demanding criteria

- ECOC = high standards reflected in demanding criteria
- See the criteria as a tool to prepare your bid and – if elected – to plan the title-year
- Six categories with equal weighting – All are important to ensure a successful ECOC
- Advice: Be concise and sharp in your answers

# Six categories of criteria

- Contribution to the long term strategy
- European dimension
- Cultural and creative content
- Capacity to deliver
- Outreach
- Management

# 5. And then... what happens until the year of the title?



# The monitoring phase

- Organised by the Commission with the assistance of the Panel to provide you with support and guidance + measure compliance and progress
- Three official monitoring meetings
  - Three years before the year (end 2017)
  - 18 months before the year (mid 2019)
  - two months before the year (October 2020)
- On the basis of the final Panel's recommendation, payment of the Melina Mercouri Prize in early 2021

# The Melina Mercouri Prize

- Only direct EU funding = 1,5 M from Creative Europe
- 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**



# Thank you for your attention

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[http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture\\_en.htm](http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture_en.htm)