



# European Capital of Culture Info Day in Estonia

## Some initial reading...

- Decision No 445/2014/EU of the EP and the Council
- The call for applications and the rules of procedure published in your country
- The guide to cities preparing a bid
- Internet: applications from former candidate cities / future ECOCs

# 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 title awarded to one city in 2 Member States in 2024 + 1 city in a candidate country/potential candidate/EFTA/EEA country

## **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

# 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





European  
Commission

# How to prepare your application?

## Some formal conditions

- Be a city in Estonia
- Need to send a written application answering all the questions of the call by the deadline set in the call
- In English (+ another official language of the EU)
- Respect the size limit
  - 60 pages in A4 format for pre-selection
  - 100 pages in A4 format for final selection
  - All illustrations, graphs etc. included in the size limit

# Six categories of award criteria (1)

- 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 award criteria (2)

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

**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 2020)
  - 18 months before the year (mid 2022)
  - two months before the year (end 2023)
- On the basis of the final Panel's recommendation, payment of the Melina Mercouri Prize in early 2024

# The Melina Mercouri Prize

- Only direct EU funding = 1,5 M from Creative Europe or successor programme
- 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)