



European Capital of Culture Info Day in the Czech Republic

On-line, 20 January 2022

Some initial reading...

- Decision No 445/2014/EU of the EP and the Council: new rules and criteria applied for the first time in the Czech Republic
- The call for applications and the rules of procedure published in your country
- The guide to cities preparing a bid + guide for evaluation and compendium of recommendations from ex post evaluations
- Internet: applications from former candidate cities / future ECOCs

What is a European Capital of Culture?



An ambitious event

- Not always a capital city, but a city (with surrounding area)
- 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 **envisages to be and to do** (programme) during the year and after (legacy)
- A title awarded to three cities in 2028

A demanding and complex event (1)

- 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 with the citizens, the cultural and creative sectors and other key stakeholders

.../...

A demanding and complex event (2)

.../...

- To make the necessary European links and develop relations with peer cities and partners
- To ensure the right infrastructure is in place

- Learn from previous experience

> You have to put in place a bid team



Objectives

- **General objectives at EU level:**
 - 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

- **Cities can have their own local objectives responding to their local/regional needs and priorities**

How to prepare your application?

Six categories of award 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, but also creative!

Six categories of award criteria (2)

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



European
Commission

What is the outcome of the competition?

A title and a Prize

At the end of the final selection meeting the Panel will:

- Recommend one city for the ECOC title in the Czech Republic
 - Endorsement by your national authorities (= formal designation)
 - Publication in the OJ of the European Union
 - No need for a positive recommendation
- Recommend to the European Commission whether or not to award the Melina Mercouri Prize
 - Actual payment is ***conditional*** and will come ***later***



Thank you for your
attention

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<https://ec.europa.eu/culture/policies/culture-in-cities-and-regions/european-capitals-of-culture>