



ECOCs AFTER ECOC

(European Capitals of Culture after European Capital of Culture)
(Project Draft & Invitation)

July, 2010

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1. PROJECT DRAFT

BACKGROUND

“Mr. Nuri Sinconli, cultural director of Pendik District, said: "Istanbul is a major cultural city for more than millennium. The advantage of city hosting ECOC 2010 is certainly restoration historical sites, such as the Hagi Sofia. He added that the focus of culture does not feel the difference, as Istanbul is great cultural destination. For comparison, given the Hungarian Pecs, a "small village", where the difference from ECOC and now is certainly high, concluding; ECOC is only title which in fact do not need. “

Source: [What does ECOC bring to Istanbul ECOC 2010](#); Večer 15.7.2010, Slovenian Daily Newspaper

The great instrument of ECOC is celebrating **25 years** of existence. During that period more than 50 European cities has successfully host the event and benefited from host roles in a way or another. Upper statement suggests a revision of the instrument action to adapt the concept to truly **Creative European Capital of Culture** which besides rich cultural programme promotes and offers also:

- Support to the development of Creative economy by integrating creativity into local policies.
- Promote social innovation through culture
- Encourage cross-fertilisation between regional identities and culture by clustering talents at European level to foster local development as well as multilingualism.
- Brand Europe with ECOC instrument as the place to create in the world
- Move from cultural competition amongst Member States to cultural collaboration to make Europe's creativity visible internationally.

Standards from: The impact of Creativity on Innovation, KEA Study, June 2009

“There is a **evident link** between culture, creativity and innovation contributing to social and economic progress. “ (2010/C 135/05) Council conclusions on the contribution of culture to local and regional development.

“The cultural and creative sector is growing and developing at a higher pace than rest of the economy. The same applies to employment in cultural sector. Sector provides many different and highly skilled job possibilities, and again the **sector's growth out-performs the rest of the economy**. It also drives many other sectors of the European economy and in particular innovation and ICT sectors”.

The Economy of Culture in Europe, KEA 2006.

PROJECT STRATEGIC OBJECTIVES

Project ECOCs AFTER ECOC aims to contribute intelligent practices in order to strengthen the contribution of European Capitals of Culture to local and regional development:

- Promote culture as strategic crosscutting element into European and national policies for the social and economic development of European regions and cities.
- Review strategic investments in culture and cultural creative industries, particular at SMEs at local and regional level in order to foster creative and dynamic societies.
- Review the contribution of culture to sustainable tourism, as a key factor for local attractiveness and economic development, highlight the importance of cultural heritage in Europe
- raise awareness among decision makers on local and regional policies that develop new competences through culture and creativity adapted to the fast changing environment
- Strengthen cross border, Transnational and interregional cultural initiatives as a means of linking diverse people and regions of Europe and strengthen economic, social and territorial cohesion.



2. ECOCs AFTER ECOC PROJECT ACTIVITIES

WP1. MANAGEMENT AND COORDINATION (Standard activities) (1-24 M)

WP2. COMMUNICATION, KNOWLEDGE MANAGEMENT AND DISSEMINATION (1-24 M)

WP3. IMPROVING OPERATIONAL FEATURES FUTURE ECCs (1-24 M)

- ADMINISTRATION PROCEDURE (How to apply and survive guidance)
- ECC PROJECT MANAGEMENT (How to organize, run, monitor and promote ECOC)
- CULTURAL PROGRAMME (Theme and Programme selection, artists applications, what to promote)
- PUBLIC SPACE AND INFRASTRUCTURE (Transport, Litter, Buildings, Energy Consumption Solutions)
- ECONOMIC, TURISTIC, PROMOTIONAL BENEFITS (Creativity and Entrepreneurship)
- ICT SUPPORT IMPROVEMENT (ICT Solutions used, Creative Hubs)

WP4. SUSTAINING ECC LONGTERM EFFECT (1-24 M)

- ECC BRANDING (Clear brand to be used for unifying purposes)
- ECC RESOURCES HOME (eLibrary of best practices used for future and current ECOCs)
- ARTISTS AND WORK CIRCULATION (Physical and virtual exchange network,)
- EUROPEAN DIMENSION DEBATE (Round Tables; what do the Europeans benefit)
- INCLUSION TO UNECC (University Network of European Capitals of Culture)?
- PREPARATION OF ECOCs AFTER ECOC II Central Europe Programme Project Proposal

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3. PARTNER ELIGIBILITY

➤ PARTNER TYPE ELIGIBILITY:

1. CULTURAL DEPARTMENTS OF NATIONAL, REGIONAL OR LOCAL AUTHORITIES
2. CULTURAL OBSERVATORIES OR FOUNDATIONS
3. UNIVERSITY DEPARTMENTS SPECIALISED IN CULTURAL AFFAIRS
4. PROFESSIONAL ORGANISATIONS AND NETWORKS

➤ ECOCs AFTER ECOC ELIGIBILITY

- Partners must have direct and practical experience in the analysis, evaluation or impact assessment of cultural policies at local, regional, national and or European levels, related to European Agenda for Culture.
- Former and future ECOC organisers and Governing boards working inside/outside City administration

➤ COUNTRIES ELIGIBLE: (further details see [Culture Programme Manual](#))

- Member States of European Union
- The countries of EEA
- Applicant Countries

PROJECT DURATION:	24 Months
PROJECT VALUE:	400.000,00 €
EACEA COFINANCING:	60%

PROJECT ECOCs AFTER ECOC will be submitted to CULTURE Programme with 01.10.2010 Deadline:

Strand 3: Support for analyses and for the collection and dissemination of information and for maximising the impact of projects in the field of cultural cooperation

Support from the European Union is available for analysis and dissemination activities that help collect and research results in response to the need for strong quantitative evidence in the cultural sector and evaluate them in the light of the objectives of the Programme.

There is also a need to provide information about the Culture Programme to artists and cultural organisations more locally.

The Programme supports the carrying out of studies and analyses in the field of European cultural cooperation and European cultural policy development. The aim of this support is to increase the volume and quality of information and data to develop comparative data and analysis on cultural cooperation at European level, particularly with regard to the mobility of creators and cultural players, the circulation of works of art and artistic and cultural products and intercultural dialogue.

The Programme also supports the collection and dissemination of information and activities aimed at maximising the impact of projects.

Strand 3.2: Co-operation projects between organisations involved in cultural policy analysis

This category seeks to support cooperation projects between private or public organisations (such as cultural departments of national, regional or local authorities, cultural observatories or foundations, university departments specialised in cultural affairs, professional organisations and networks) which have direct and practical experience in the analysis, evaluation, or impact assessment of cultural policies at local, regional, national and/or European levels, related to one or more of the 3 objectives of the



European Agenda for culture:

1. Promotion of cultural diversity and intercultural dialogue;
2. Promotion of culture as a catalyst for creativity in the framework of the Lisbon Strategy for growth and jobs;
3. Promotion of culture as a vital element in the Union's international relations, implementing the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Actions must involve at least three organisations legally established in at least three countries taking part in the Programme.

FACEA Support will be given to the following activities:

1. SECRETARIAT AND COORDINATION OF THE GROUPING
2. EXCHANGE, ANALYSIS, COMPARISON AND CONSOLIDATION OF EXISTING QUANTITATIVE AND QUALITATIVE DATA AND EVALUATION METHODS;
3. PRODUCTION OF PROPOSALS AND RECOMMENDATIONS FOR NEW EVALUATION METHODS OR QUANTITATIVE AND QUALITATIVE DATA. THE LAUNCHING OF NEW SPECIFIC STUDIES OR DATA COLLECTIONS IS NOT COVERED.
4. REPORTING AND DISSEMINATION OF FINDINGS AT THE LEVEL OF THE EUROPEAN UNION


4. FURTHER STEPS

Interested organisations and networks please contact following contact till **23.08.2010** latest:

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 profile

INDICATIVE TIMETABLE:

DATE	COMMUNICATION	PUBLISHED
30.07.2010	Project Invitation	✓
23.08.2010	Partner Feedback	
01.09.2010	Administrative Demands	
14.09.2010	Status Information	
01.10.2010	Proposal Submission	

Thank you for your interest!

