

Brussels, 11 October 2022

Invitation to join the EFFE Seal for Festival Cities and Regions

Dear Mayor,

We are delighted to inform you on and invite you to join the Festival Cities Initiative with its EFFE Seal for Festival Cities and Regions.

The [European Festivals Association](#) is Europe's network of Arts Festivals. Since 1952, it brings together festival makers from all over the world to exchange, to work and collaborate transnationally, and to give arts and arts festivals a voice when it comes to the political dialogue at local, national and EU level.

One of the main concerns of the European Festivals Association in the past years was the relationship between festivals and their cities. From workshops, exchanges, research and meetings, EFA launched the [Festival Cities Initiative](#).

Until today, more than 80 cities participated in our activities and dialogue, exchanges (see the [Festivals Cities Conversations](#) and the [Festival Cities Workshops](#)).

As a result and proposal to proceed, the [EFFE Seal for Festival Cities and Regions](#) has been initiated by 7 leading cities: Belgrade, Bergen, Edinburgh, Ghent, Krakow, Leeuwarden and Ljubljana. The EFFE Seal aims to develop exchanges between festivals and their local territories that wish to associate and integrate their image and policy with a strong cultural entity.

The EFFE Seal for Festival Cities and Regions was launched during the Arts Festivals Summit in Yerevan from 11-15 September that brought together 120 festival makers, cities and artists live and online ([see our press release here](#)). During the presentations of the 7 founding EFFE Seal Cities, we saw different ways how the Seal can give meaning to local processes related to a city's festival life. All together, we believe that the collaboration between a city and its arts festivals can unfold festivals' potential in dealing with the most important challenges of our era, including climate responsibility, social inequalities, humanitarian crises and many more. You can also find [here](#) the video recording together with some photos from the EFFE Seal Launch in Yerevan, Armenia.

With this letter, we would like to introduce you to the EFFE Seal and invite you to be part of the Festival Cities Steering Group.

Dear Mayor, different crisis situations as the pandemic and the current war in Ukraine show often the worst of humanity, but also the best of our sector, its solidarity, creativity, and strong capacity to reinvent itself to support the work of artists and bring the arts to the audiences. It also reveals that the world is interconnected, and that festivals and cities need to collaborate more to ensure public spaces, health and well-being of our societies. Festivals are at the crossroads of several sectors such as tourism, urban planning, health....

We remain at your disposal for further information and we are looking forward to our collaboration with your city.

With best regards,

Governor Jan Briers,
EFA President



Kathrin Deventer
EFA Secretary General



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