

**EUROPEAN CAPITAL OF
CULTURE**



**ESTABLISHED IN 1985
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OF CULTURE**

AIMS:



- ▶ Promotion of the richness and diversity of European Cultures and common characteristics
- ▶ Inter-cultural dialogue and exchanges
- ▶ Awareness about belonging to the same European community with common identity

THE CONCEPT OF THE EUROPEAN CAPITAL OF CULTURE EVENT

- ❑ The title is awarded to a city for a given year
- ❑ A city is not designated Capital of Culture solely for what it is or what it does.
- ❑ It is awarded the title principally on the strength of the programme of specific cultural events which it proposes organising in the year in question, which is meant to be an exceptional year
- ❑ The programme for the European Capital of Culture year must be exceptional: it will be devised especially for the title
- ❑ The event offers an opportunity to strengthen cooperation in the field of culture and promote lasting dialogue at European level. It must underline the common features and the diversity of European cultures
- ❑ The city is asked to draw on its special features and demonstrate creativity

CRITERIA

European Dimension

- foster cooperation between cultural operators, artists and cities in any cultural sector
- highlight the richness of cultural diversity in Europe
- bring the common aspects of European cultures to the fore

City and Citizens

- foster the participation of the citizens living in the city and its surroundings and raise their interest as well as the interest of citizens from abroad
- be sustainable and be an integral part of the long-term cultural and social development of the city

BENEFITS OF ECOOC

- **For every Euro of investment there is 7-10 Euros return**
- **Increase in overnight stays by 12% on average (Liverpool 2008 +30% increase)**
- **Increase in employment opportunities by 2,6%**
- **Increase in “very educated visitors” by 30% on average**
- **Extensive international promotion of the city (eg Graz 2003 more than 9000 articles and 100 TV reports)**

Source: Palmer report

CHARTS / ECTN SYNERGIES WITH ECOOC

- ❑ **Sibiu, 2007 Successful experience**
 - ❑ **Pafos 2017 Current Preparation Plans**
 - ❑ **Burgas 2019 Candidate City**
 - ❑ **Venezia 2019 Candidate City**
 - ❑ **Volos 2021 Candidate City ? - bid idea in the making...**
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