

## Appendix 1; EU Criteria and Guidance for Bidding Cities

### A: Contribution to the long-term cultural strategy

- that a cultural strategy for the candidate city, which includes plans for sustaining the cultural activities beyond the year of the title, is in place at the time of its application;
- the plans to strengthen the capacity of the cultural and creative sectors, including developing long-term links between the cultural, economic and social sectors in the candidate city;
- the envisaged long-term cultural, social and economic impact, including urban development, that the title would have on the candidate city;
- the plans for monitoring and evaluating the impact of the title on the candidate city and for disseminating the results of the evaluation.

### B: European dimension

- the scope and quality of activities promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens;
- the scope and quality of activities highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes;
- the scope and quality of activities featuring European artists, cooperation with operators or cities in different countries, including, where appropriate, cities holding the title, and transnational partnerships;
- the strategy to attract the interest of a broad European and international public. The European dimension is at the heart of an ECOC's programme. It is important to note that it is aimed at the citizens from the city but also from beyond: to increase their awareness of the variety of cultures in Europe as well as of the commonalities between these cultures. For cities it means connecting their local context with the European framework. For the city's cultural operators the European dimension results in new international partnerships. The European dimension ensures that an ECOC is an international programme and not exclusively a domestic event. The overall vision of the event must be European.
- The final factor means the programme must be of sufficient quality to attract an international audience, in person or increasingly online. Candidates are asked for the capacity of their tourist offer and objectives for increased tourism.

#### C: Cultural and artistic content

- a clear and coherent artistic vision and strategy for the cultural programme;
- the involvement of local artists and cultural organisations in the conception and implementation of the cultural programme;
- the range and diversity of the activities proposed and their overall artistic quality;
- the capacity to combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions.

#### D: Capacity to deliver

- the application has broad and strong political support and a sustainable commitment from the local, regional and national authorities;
- the candidate city has or will have an adequate and viable infrastructure to hold the title. A candidate will need to show that it has the capacity to deliver a complex and large programme such as an ECOG
- That the tourist and visitor capacity of the city can cope with the targets set out in the plan.

#### E: Outreach

- the involvement of the local population and civil society in the preparation of the application and the implementation of the action;
- the creation of new and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, volunteers and the marginalised and disadvantaged, including minorities, with special attention being given to persons with disabilities and the elderly as regards the accessibility of those activities;
- the overall strategy for audience development, and in particular the link with education and the participation of schools.
- Teams preparing bids have made a deliberate effort to engage those who do not normally participate in the culture life of a city, or run a parallel cultural sector.

#### F: Management

- the feasibility of the fund-raising strategy and proposed budget, which includes, where appropriate, plans to seek financial support from Union programmes and funds, and covers the preparation phase, the year of the title, the evaluation and provisions for the legacy activities, and contingency planning;

- the envisaged governance and delivery structure for the implementation of the action which provides, inter alia, for appropriate cooperation between the local authorities and the delivery structure, including the artistic team;
- the procedures for the appointment of the general and artistic directors and their fields of action;
- the marketing and communication strategy is comprehensive and highlights that the action is a Union action;
- the delivery structure has staff with appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title.

G: Finance.

- Budgets for ECOCs vary considerably; recent ECOC programmes (i.e. not including infrastructure or buildings) have ranged from €20m to over €80m.
- At bidding stage it is unrealistic for exact projections of future funding sources. The bid-book must have a realistic budget, with enough information to show the degree of certainty on each budget line.