

DETAILED PROGRAM INFORMATION MEETING BELGIAN EUROPEAN CAPITAL OF CULTURE 2030

In 2030, a Belgian city will be the next European Capital of Culture. On December 1, 2023, the Ministers of Culture from the Flemish, French and German-Speaking Community invite candidate cities for the Information meeting, the first event of the ECOC 2030 BE competition.

Detailed program:

- **09:30 – 10:00: Welcome with coffee and tea**
- **10:00 – 10:15: Start of the day**

At 10 o'clock we start the day with a welcome video by the three Ministers of Culture from the Flemish, French and German-Speaking Community.

- **10:15 – 12:00: Objectives, criteria and procedures of ECOC**

Using his experience as a team leader for the European Capital of Culture, Sylvain Pasqua will put this flagship initiative in the wider context of the European Union project, explain the various steps of the selection process, and illustrate, through examples, the criteria used by the panel to recommend the short-list and then the winning city. This is meant to be an interactive session with the audience.



Sylvain Pasqua is a senior expert in the European Commission, where he has been working since 2002 as a policy officer in the Directorate-General for Education, Youth, Sport and Culture. Sylvain has been the team leader in charge of coordinating the "European Capital of Culture" Action since 2012. In this capacity, Sylvain is responsible for the coordination of the selection, monitoring and evaluation of the European Capitals of Culture. Sylvain was also involved in the preparation and negotiation of the new EU Creative Europe program (2021-2027) and is now working on its implementation. This program aims at promoting cultural and linguistic diversity and cultural heritage as well increasing the competitiveness of the cultural and creative sectors in Europe.

- **12:00- 13:30: Network lunch**
- **13:30 – 14:15: Leeuwarden 2018, Being an ECOC ...**

After lunch, Jurjen van der Weg will describe how Leeuwarden used the process on the way to 2018 to seek cooperation with a wide variety of partners: in society, in business, in the cultural sector, in civil-society-organizations and in politics. How do you get all those partners on your side? How do you come up with a theme and a program that suits your city and at the same time is appealing to Europe? And by the way: what does it take to win the competition? All this in the context that European Capital of

Culture should have lasting effects: how can you take into account the long-term effects (the "legacy") while building your winning story and program?



Jurjen van der Weg works as a project leader and senior advisor at the municipality of Leeuwarden. In 2011 he became involved in the bidding process for Leeuwarden-Fryslân 2018, when the city of Leeuwarden took over the role of applicant for the title from the province of Fryslân. He was then part of the bidding-team of the Leeuwarden-Fryslân 2018 foundation (LF2018) for a year and a half. After obtaining the title, he fulfilled various roles within the city of Leeuwarden for LF2018, until he became program leader for LF2018 within the City of Leeuwarden in 2016. From 2019, he was responsible for setting up Arcadia, the legacy program. In 2022, the first onehundred-days-edition of Arcadia took place, with three blockbusters and about 200 other program components. After completing this job, Jurjen handed Arcadia over to a colleague and now focuses his attention on other topics within the municipality.

- **14:15 – 15:00: Esch-sur-Alzette 2022, Being an ECOC ...**

Nancy Braun, director of Esch-sur-Alzette 2022, will take you through the decision to be a European Capital of Culture and the reflection needed and long term vision for cultural development. Learn more about the different facets of the project that are important to think about before you start writing and the different stakeholders who need to be at the table to make the project a success and create a long-term impact...it's not just about fireworks! Are you ready for the adventure?



Nancy Braun is the General Director of the Esch2022 project. The City of Esch-sur-Alzette, as well as the entire Southern Region, was designated European Capital of Culture in December 2017 and will carry this title all year-round 2022. Nancy Braun is in charge of ensuring the realization of this cultural project. It was in 2007 that Nancy Braun had her first professional experience with the cultural sector and she stood out for her organizational talents as Deputy General Coordinator of Luxembourg and Greater Region, European Cultural Capital in 2007. After the completion of this project, she worked for almost six years as Administrative and Financial Director at the Luxembourg Bar, before joining the Democratic Party (DP) as general coordinator. In 2016 she joined the Casino Luxembourg in her function as Director.

- **15:00 – 16:00: Introduction to the EU funding landscape**

Kaatje Gevaert, liaison officer at VLEVA, will give an introduction on the European policy in relation to the EU-funding. You will learn more about how to find your way in the web of EU-funding, how to match your idea to a EU funding program and learn more about some inspiring examples and opportunities.



Kaatje Gevaert is liaison officer European grants and funding at VLEVA (the Flemish European Liaison Agency). At VLEVA she guides Flemish stakeholders through the European funding landscape and helps to find the right funding channel. She gained her experience at the Province of West Flanders as project manager for Interreg Flanders-Netherlands and as staff member for European programs.

- **16:00 – 16:30: Conclusion of the day with coffee and tea**