

# Information Meeting

## ECOC 2030 BE

1/12/2023

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**ECOC2030BE**



# Welcome

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**ECOC2030BE**



# Program of the day

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## Morning:

- 10:00 – 10:15: Start of the day
- 10:15 – 12:00: Objectives, criteria and procedures of ECOC – Sylvain Pasqua

Lunch (12:00 – 13:30)

## Afternoon:

- 13:30 – 14:15: Leeuwarden 2018, Being an ECOC ... – Jurjen van der Weg
- 14:15 – 15:00: Esch-sur-Alzette 2022, Being an ECOC ... – Nancy Braun
- 15:00 – 16:00: Introduction to the EU funding landscape – Kaatje Gevaert





# **European Capital of Culture Info session - Belgium**

## **1st December 2023**

**Sylvain Pasqua**  
**Senior Expert DG EAC D.2**





## Some initial reading...



- Decision No 445/2014/EU of the EP and the Council: new rules and criteria applied for the first time in Belgium
- The call for applications and the rules of procedure published in your country
- The guide to cities preparing a bid + guide for evaluation and compendium of recommendations from ex post evaluations
- Internet: applications from former candidate cities / future ECOCs



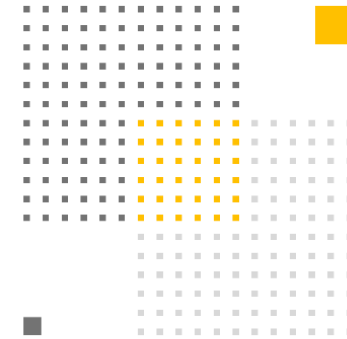
# What is a European Capital of Culture?





## An ambitious event

- Not always a capital city
  - A large scale **cultural** event of one year
- ... developed for the title and with a strong European dimension
- Not about what a city looks like or its past/heritage, but what it **envisages to be and to do** (programme) during the year and after (legacy)
  - A title awarded to one city in 2 Member States in 2030 and a third one in a non-EU Member State





# An event pursuing multiple objectives

- **General objectives at EU level:**
  - Promoting cultural diversity and common features of cultures
    - ➔ ***"Sense of belonging to a common cultural area"***
  - Fostering contribution of culture to long-term development of your city
- **Cities can have their own local objectives responding to their local/regional needs and priorities**





# A demanding and complex event (1)

One of the most visible and successful European cultural events: An honour and a responsibility



A multi-faceted event with (sometimes) conflicting agendas

- Time is needed for a careful preparation and planning:
- To embed the event in a cultural longer-term strategy
  - To significantly engage with the citizens, the cultural and creative sectors and other key stakeholders



## A demanding and complex event (2)

- To make the necessary European links and develop relations with peer cities and partners
- To ensure the right infrastructure is in place

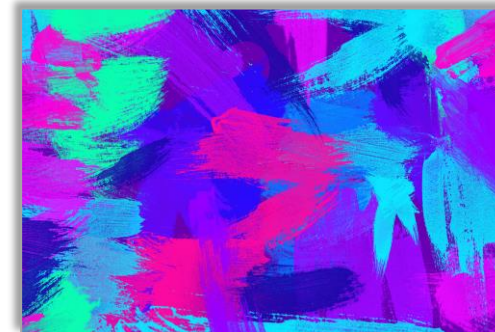


➔ Learn from previous experience  
You have to put in place a bid team





# How to become a European Capital of Culture?







# The selection procedure

- A real competition for all cities from your country
- ➔ only one city can win but it's up to you to make the most of the bidding experience...
- A competition organized by your national authorities
- A competition launched with the publication of a call for applications
- The call includes formal, exclusion and selection criteria as well as the questionnaires cities have to answer

2023 ELEVSIS  
EUROPEAN  
CAPITAL  
of CULTURE

2023

**Timișoara 2023**  
European Capital of Culture

PÁLYÁZÓ  
VÁROS  
2023  
VESZPRÉM  
EURÓPA KULTURÁLIS FŐVÁROSA

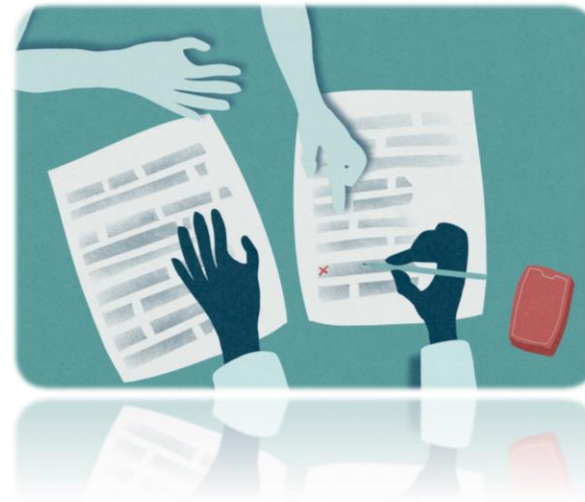


## How is the competition organized?

- A two-step competition :
  - Pre-selection phase with hearing
  - Selection phase with visits of short-listed cities and final hearing
- Candidatures (applications + hearings) assessed by a panel of up to twelve independent experts with no conflict of interest...
  - ... on the basis of 6 categories of set criteria
- No need for lobby to affect outcome!  
Costs money and is pointless

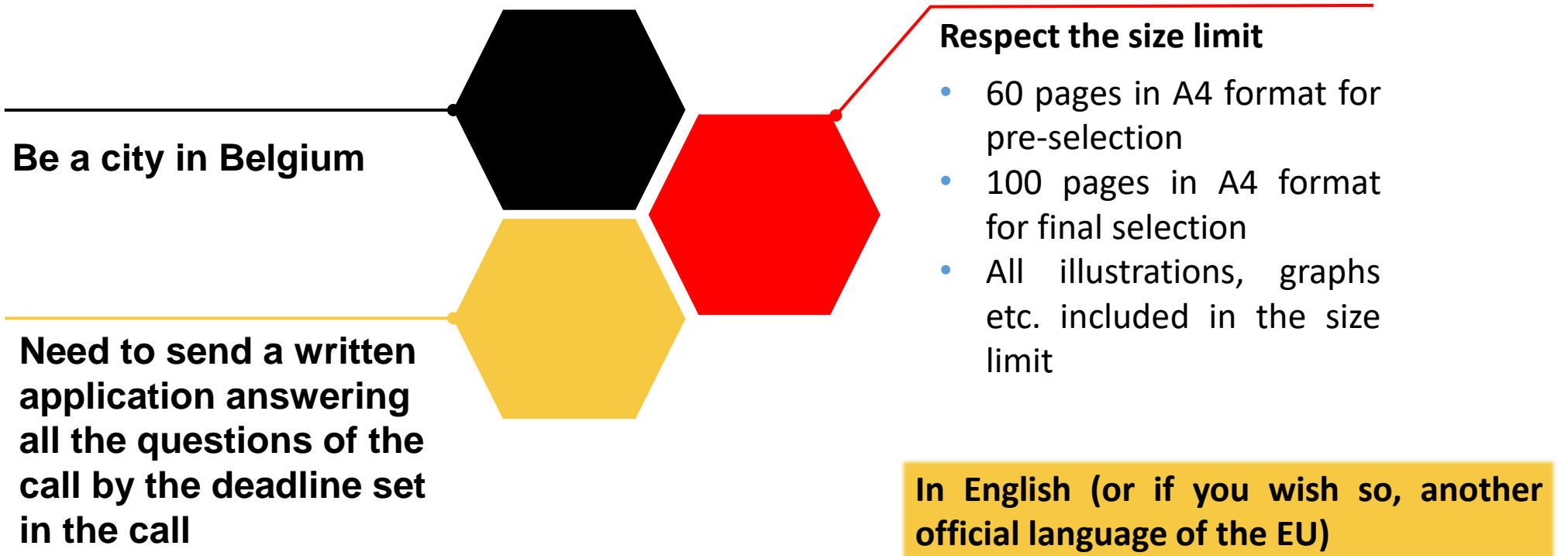


# How to prepare your application?





## Formal and exclusion criteria





## Six categories of award criteria



**ECOC : high standards reflected  
in demanding criteria**

**See the criteria as a tool to  
prepare your bid and – if  
elected – to plan the title-year**

**Six categories with equal  
weighting – All are important to  
ensure a successful ECOC**

**Advice: Be concise and sharp in  
your answers, but also creative!**



## Six categories of award criteria (2)

- I. Contribution to the long-term strategy
- II. European dimension
- III. Cultural and artistic content
- IV. Capacity to deliver
- V. Outreach
- VI. Management





# What is the outcome of the competition?



## Title and Melina Mercouri Prize

At the end of the final selection meeting the Panel will:

- Recommend one city for the ECOC title in Belgium
  - Endorsement by your national authorities ( = formal designation)
  - Publication in the OJ of the European Union
  - No need for a positive recommendation
- Recommend to the European Commission whether or not to award the Melina Mercouri Prize
  - Actual payment is ***conditional*** and will come ***later***





Thank you for your attention!

**Sylvain Pasqua**

[EAC-ECOC@ec.europa.eu](mailto:EAC-ECOC@ec.europa.eu)

<https://culture.ec.europa.eu/policies/culture-in-cities-and-regions/european-capitals-of-culture>

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Slides 2-16: pictures, source: [iStock.com](https://www.istock.com/)



# Belgian ECOC in 2030

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**ECOC2030BE**



# Timing Belgian ECOC competiton

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- October 2023: Launch of the competition
- October 2024: Pre-selection
- July or September 2025: Final selection
- Late 2025: Official title
- 2030: Title year



# Belgian ECOC competiton

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- Languages: English and Flemish, French or German
- Preselection: 30 minutes presentation, 60 minutes Q&A
- Final selection: 45 minutes presentation, 75 minutes Q&A
- Delegation of max. 10 people
- Two national experts



# Lunch

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**ECOC2030BE**



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Leeuwarden  
Fryslân  
2018

European  
Capital of  
Culture



# Leeuwarden- Fryslân 2018

(& the legacy: Arcadia 2028)

## Re-inventing our city & region: a story & lessons learned

Jurjen van der Weg, City of Leeuwarden

#### Presenting Partners



#### Business Partners



#### Initiators



#LF2018





# The ECoC-story of Leeuwarden-Fryslân 2018



- Leeuwarden, Fryslân and our journey to LF2018
- Culture as a katalyst for change
- Our offer to Europe: “Iepen Mienskip”?!
- Our way of working
- The results
- Far away for you, but essential: creating legacy

And along the way:  
some tips and tricks

#LF2018







**Leeuwarden  
Friesland  
2018**

**European  
Capital of  
Culture**





# Leeuwarden & Fryslân in a nutshell



- Leeuwarden: 127.000 inhabitants (1-1-2023) and growing; 1 city and 35 villages
- Fryslân: 650.000
- In the periphery of the Netherlands and Europe
- Low on headquarters
- Watertechnology, foodprocessing and tourism as strongholds in the economy
- People on welfare in Leeuwarden: 10 %; a lot of poverty
- Happy & healthy: highest scores in the Netherlands (the “Friesian paradox”)



In kaart  
brengen van  
kansen en  
uitdagingen

2010

Kandidaatstelling  
Leeuwarden-  
Fryslân 2018  
voor Culturele  
Hoofdstad  
van Europa

2012

Leeuwarden-  
Fryslân 2018 wint  
titel Culturele  
Hoofdstad van  
Europa

2013

Benoeming  
door EU

2013

#LF2018





# The Bid Book

A Story – our offer to  
Europe

Our goals

Our program

Our organisation and the  
money





Vorming  
en door-  
ontwikkeling  
Team  
Leeuwarden-  
Fryslân 2018

2013/  
2014

Programma-  
ontwikkeling en  
communicatie

2015/  
2017

Europese  
Hoofdstad van  
Cultuur

2018

Evaluatie en  
voortgang  
(De nalatenschap)

2019

#LF2018







## The impact of European Capital of Culture: A short video

#LF2018





# Leeuwarden-Fryslân 2018:

## Not just culture

#LF2018





# Culture as a driver for change

THE GLOBAL GOALS  
For Sustainable Development



*2018 was just a step towards 2028  
for Leeuwarden and Fryslân*

*The region has many challenges and  
through culture a stage to tell our  
story*

*Glocalised themes: global themes  
coming from local urgencies*

#LF2018





# Our concept: Iepen Mienskip



- Mienskip (“an action-driven community”): our stronghold
- Iepen (“Open”): our challenge
- “Be they cultural, social, economic or ecological, the challenges facing Leeuwarden-Fryslân are the same challenges facing cities and regions throughout Europe”





**Ceasing economic opportunities: focussing on cultural tourism**

#LF2018







## Strengthening the artistic climate

#LF2018





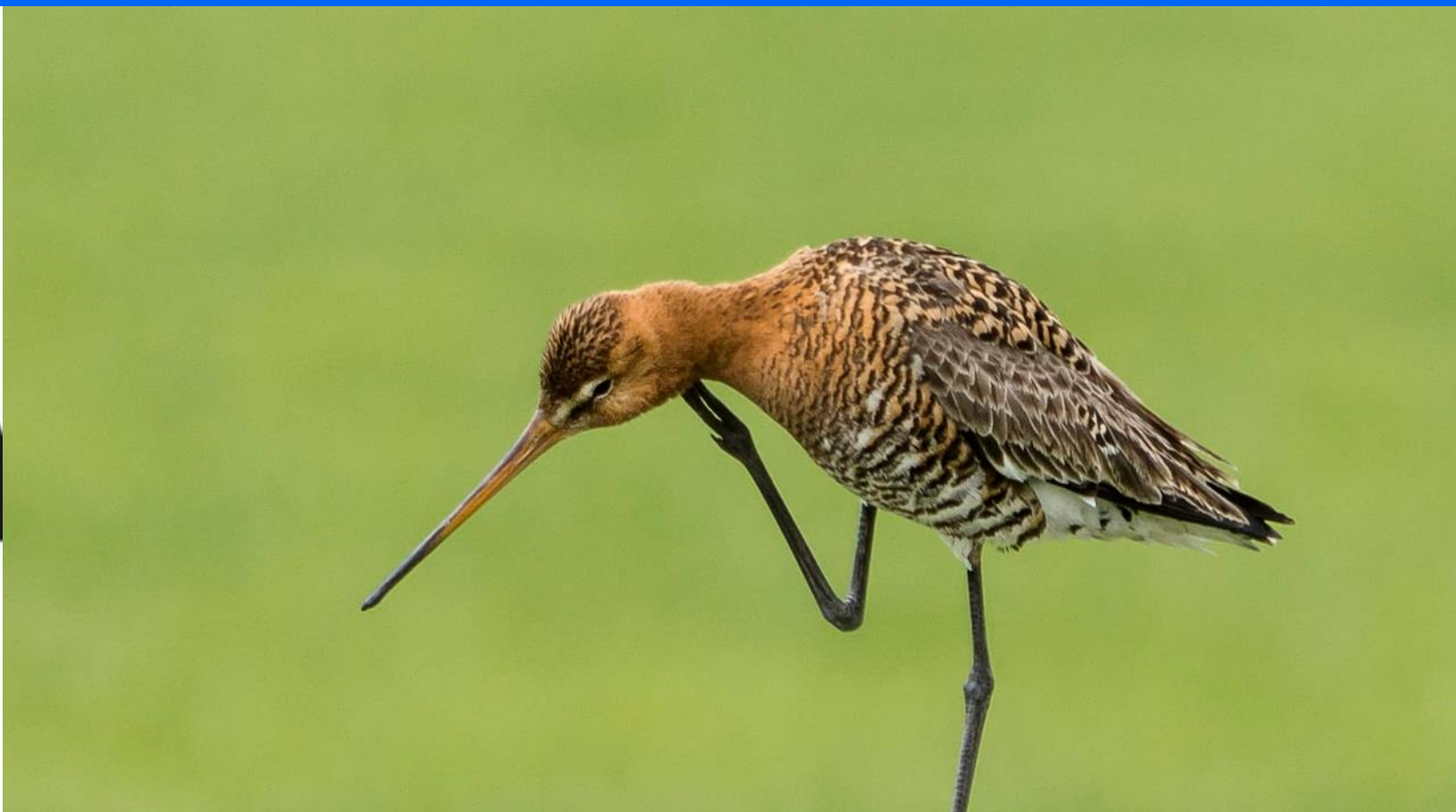


Inclusion: everybody has a talent, everybody can join in

#LF2018





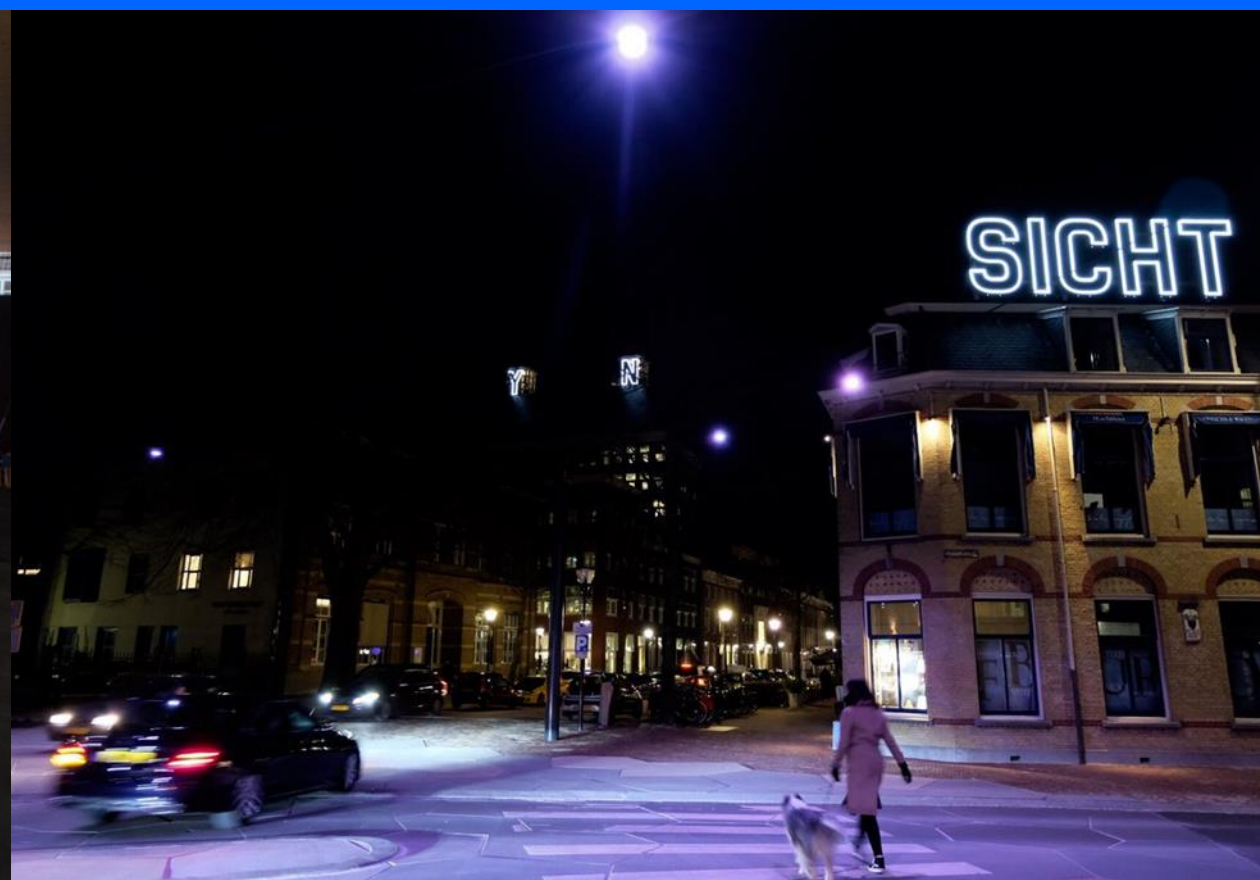


Ecology and biodiversity

#LF2018







The riches of multi-lingualism



# Leeuwarden-Fryslân 2018:

## Our way of working

#LF2018







## Our way of working:

**Together (culture, City, Region, businesses and the Mienskip)  
50 % of the program in the city, 50 % in the countryside & villages  
200+ events in the Main program, 800+ in the Mienskip program (bottom  
up/open program)**



Leeuwarden  
Fryslân  
2018

Culturele  
Hoofdstad  
van Europa





80 % of the inhabitants joined in, 60.000 contributed actively

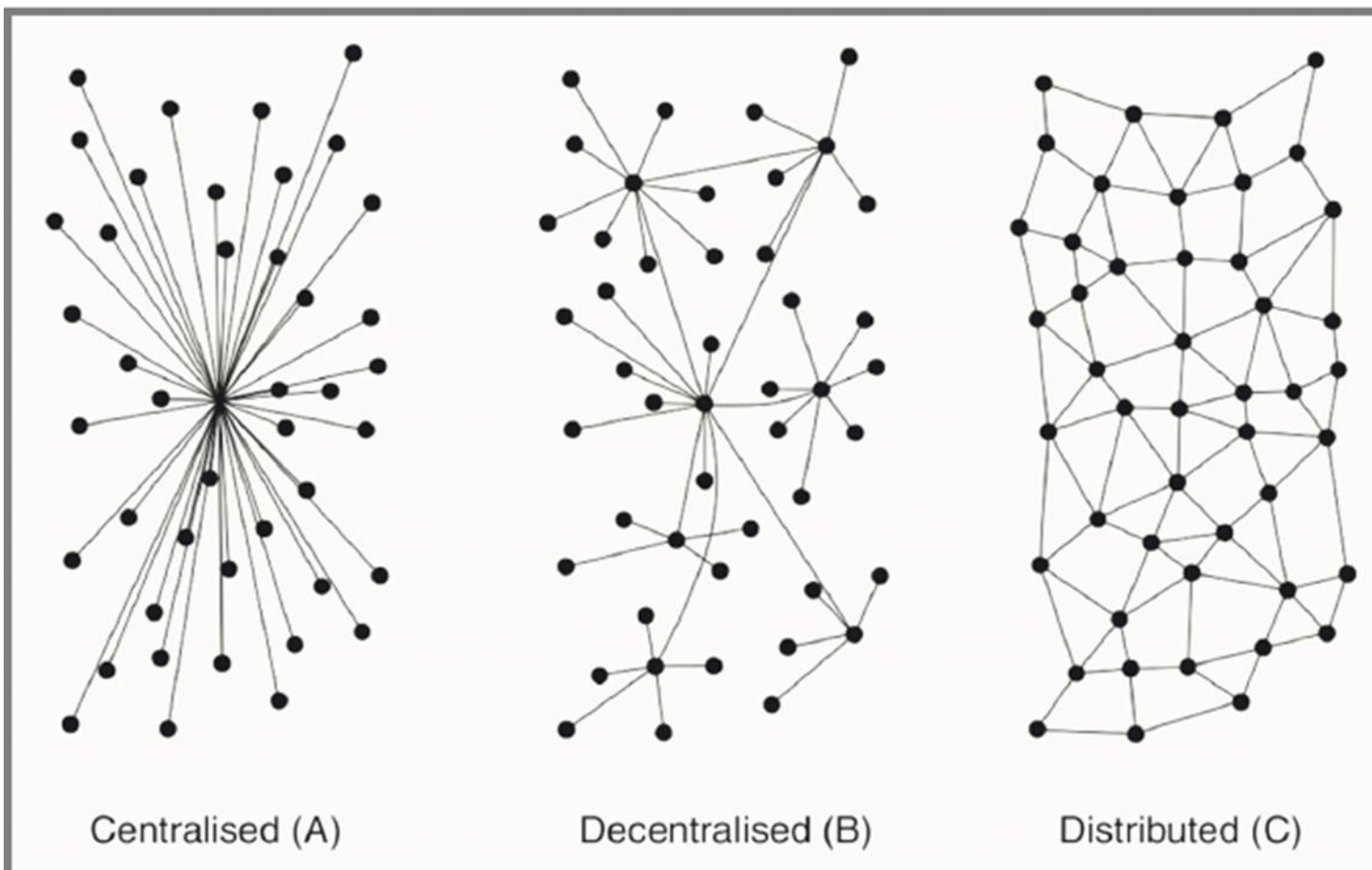


Leeuwarden  
Fryslân  
2018

Culturele  
Hoofdstad  
van Europa



# Transition from “Mienskip” to “Iepen Mienskip”





# INTERNATIONALE CONTACTEN LF2018

## International orientation

North America 116

Central America 5

South America 22

Iceland 29

Faroe Islands 4

Norway 25

Finland 29

Sweden 23

Estonia 14

Russia 25

Latvia 8

Lithuania 10

Asia 38

Oceania 19

Denmark 33

Poland 29

Germany 254

Luxembourg 14

Czech Republic 14

Belgium 99

Lichtenstein 1

Austria 25

Slovakia 9

Hungary 8

Slovenia 6

Croatia 9

Bosna and Herzegovina 1

Romania 6

Bulgaria 3

Armenia 1

United Arab emirates 1

Turkey 1

Anatolia 1

Syria 6

Cyprus 10

Lebanon 2

Israel 6

Greece 11

Macedonia 2

Italy 36

Switzerland 33

France 64

Africa 28

Algeria 1

Tunisia 1

Malta 98

Portugal 10

Spain 95

Morocco 1

Scotland 14

Northern Ireland 2

Wales 7

England 157



Leeuwarden  
Fryslân  
2018

Culturele  
Hoofdstad  
van Europa



# Leeuwarden-Fryslân 2018:

## The results

#LF2018





# Visits:

Bidbook: 4 million

In reality: 5,4 million

+0,8 mln.  
buiten NL

4 KPI







## Spending by visitors:

Bidbook: 79 mio euro

In reality: 115 mio euro

5,6

KPI







## (Extra) economical impact

230-320 mio euro

2.500-3.200 “yearjobs” extra



Leeuwarden  
Fryslân  
2018

Culturele  
Hoofdstad  
van Europa





**taz** POLITIK ÖKO GESELLSCHAFT KULTUR SPORT

**Dutch city uses penis fountain to rebel against art project**

**heute**

**DM** DMorgen

**dS** De Standaard

**The Guardian**

**The New York Times**

**ÖSTERREICH** Ihre Tageszeitung

**23, 24 KPI**

**Marketing & communications:**

**Bidbook: 80 million contacts**

**In total: 665 million contacts**

**FRENCH GIANTS IN LEEUWARDEN THIS WEEKEND**

**The Dutch city with a constantly changing name**

**Nederlands stad Leeuwarden is vóór Fryslân 2018**

**Culturele Hoofdstad van Europa**

Known as Leeuwarden, Ljouwert and Liwwadden, along with hundreds of variants over the centuries, 2018's European Capital of Culture is the world's undisputed capital of place name

28-01-18, 03.55u - Redactie - Bron: Belga

Leeuwarden Fryslân 2018

Culturele Hoofdstad van Europa





#LF2018





**Leeuwarden-Fryslân 2018:**

**The immaterial results**

**Pride**

**A strong impulse for  
government and for the  
quadruple helix to co-  
operate**

**Experience and  
successes in cross-  
sectoral working**

**Can do!**

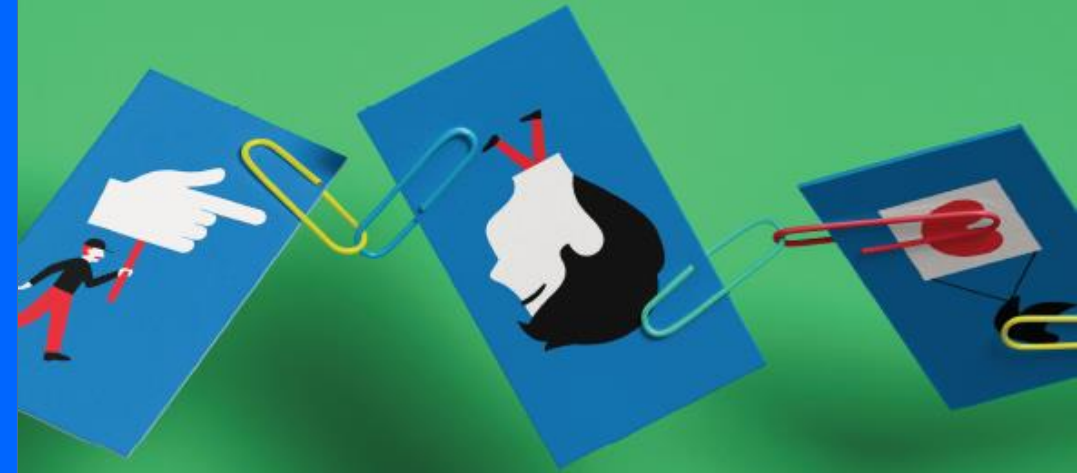
**#LF2018**





# Leeuwarden-Fryslân 2018: Evaluation & monitoring

FINAL ASSESSMENT LF2018  
RESEARCH RESULTS





# Our legacy

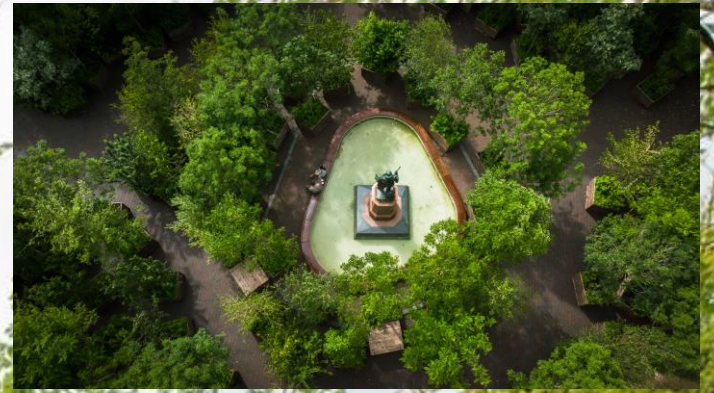




# What is Arcadia?

- In LF2018 we prepared the soil and planted the seeds
  - Every 3 years large scale cultural manifestation
  - Cross-sectoral cooperation
- 
- Arcadia 2022 theme: 'how to be a good ancestor?'
  - Transitions need a change of behaviour: heart -> head -> hands
- 
- 100 days of expositions, performances and collective action
  - 750.000 visits expected, 25.000 active participations
  - 100+ events: from professional artists to community led









**The dream continues...**

**Preparing for Arcadia 2025 and  
Arcadia 2028**





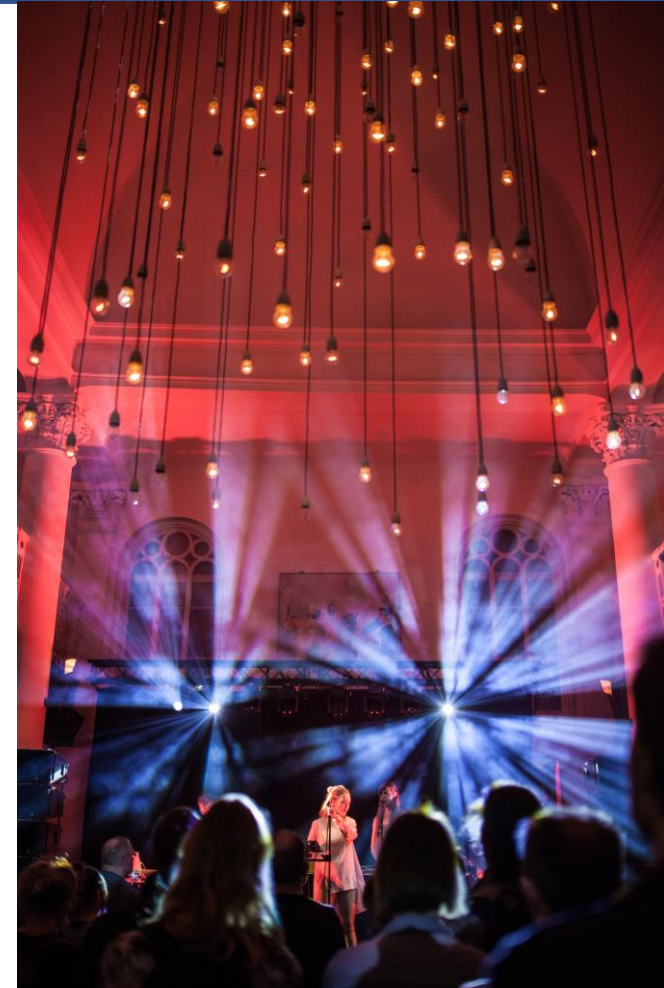
[jurjen.vanderweg@leeuwarden.nl](mailto:jurjen.vanderweg@leeuwarden.nl)

0031 6 433 65 411



# Lessons learned (1)

- At the start: open up! It gets better results later on.
- Accept “cooperational headaches”: don’t avoid, but overcome them
- Working with institutions is necessary, working outside the institutions is essential
- Don’t create a cultural showcase, focus on what you have to offer to Europe building on your urgencies
- Invest in cross-sectoral working: it’s complex, but rewarding (and you won’t get a better catalyst than ECoC)
- Choose your inner-circle (in partners and in persons): who is able and willing to make important decisions (find “powerhouses” – “when the going gets tough, the tough get going...”)
- Work with the best of your people and your partner’s people: the best and nothing but the best!





# Lessons learned (2)

- Choose your control; act on “reasonable thrust”
- For government: find out which department has the “movers and shakers”.
- For government: don’t stand aside, dare to co-produce (but don’t mingle in cultural and creative decisions)
- In marketing: let others tell your story
- Use only a few KPI’s for monitoring & evaluation
- Always have 2031, 2032, 2040 in the back of your head, but ...
- ... don’t expect to bring the legacy to the front earlier than half 2030





# Welcome to Esch2022, European Capital of Culture

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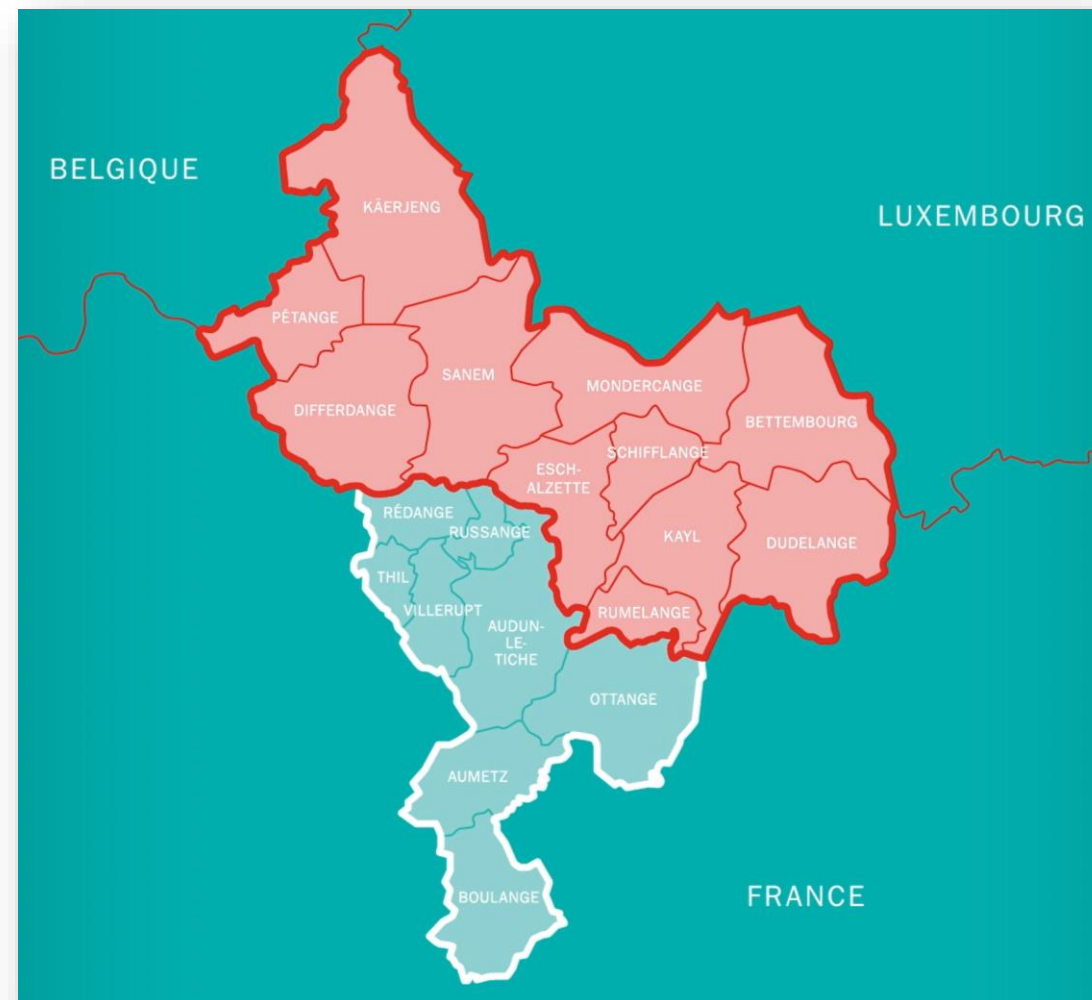
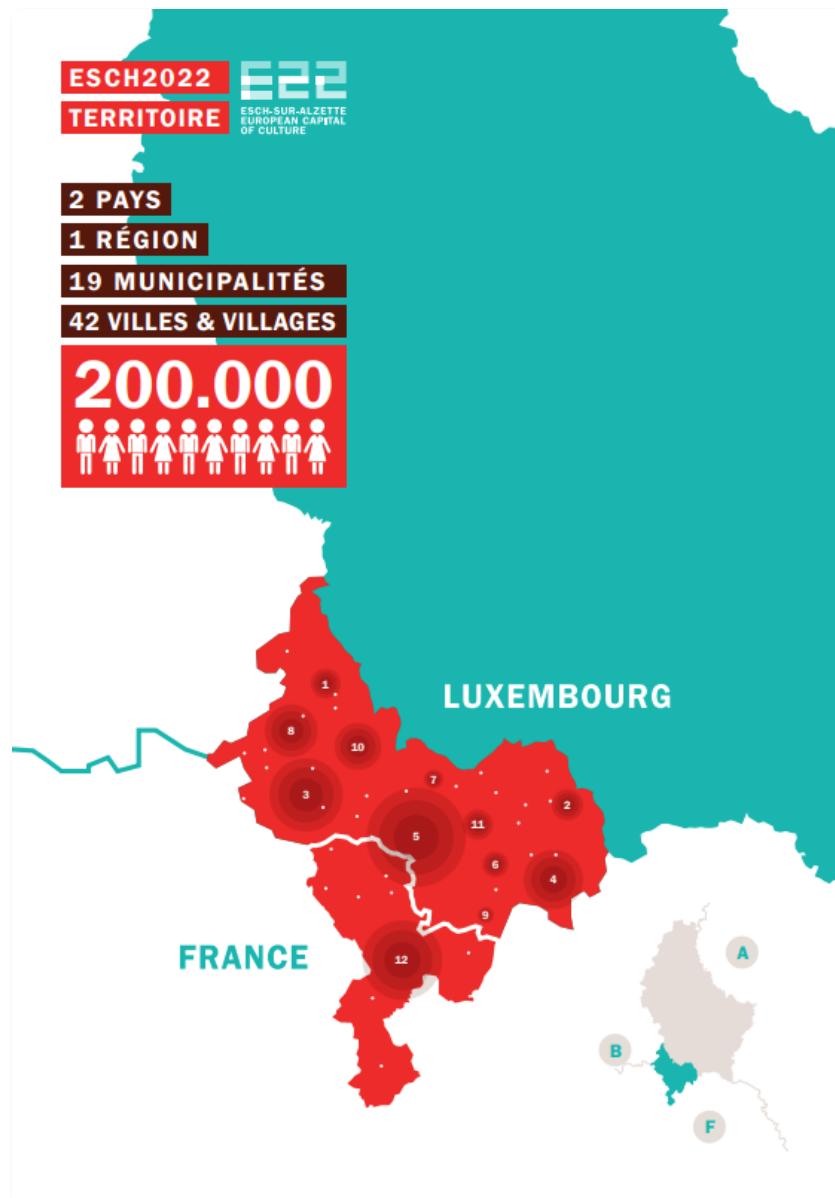






**Esch2022 - A LOCAL, REGIONAL AND EUROPEAN PROJECT**







European  
Capitals  
of Culture  
**2022**



... and we are working on a broader European level

With the ECOC Family: Kaunas 2022 & Novi Sad 2022



A group of children in a parade holding polka-dot umbrellas. The children are dressed in various costumes, including blue and grey outfits with hats and white boots. They are holding large white umbrellas with black polka dots. The scene is set on a street with buildings in the background and a crowd of spectators. The text "WHY?" is overlaid on the image.

# WHY?

© Gemeng Péteng

**E22**  
ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE





# FOR WHOM

Diverse programme with 160 projects and more than 2.000 events

- 310 performances
- 141 concerts
- 137 exhibitions
- 32 festivals

And 360 participative workshops





REMIX YOURSELF

WITH WHOM ?  
WHO ARE THE STAKEHOLDERS ?



# **BEST TO SOLVE BEFORE 2030**

**HOW ?**

**& LONG TERM VISION !**



# THE DIFFERENT FACETS

Château de Fontseigneur

**E22**  
ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE

© Collectif FREESSON





# REMIX PROGRAMM

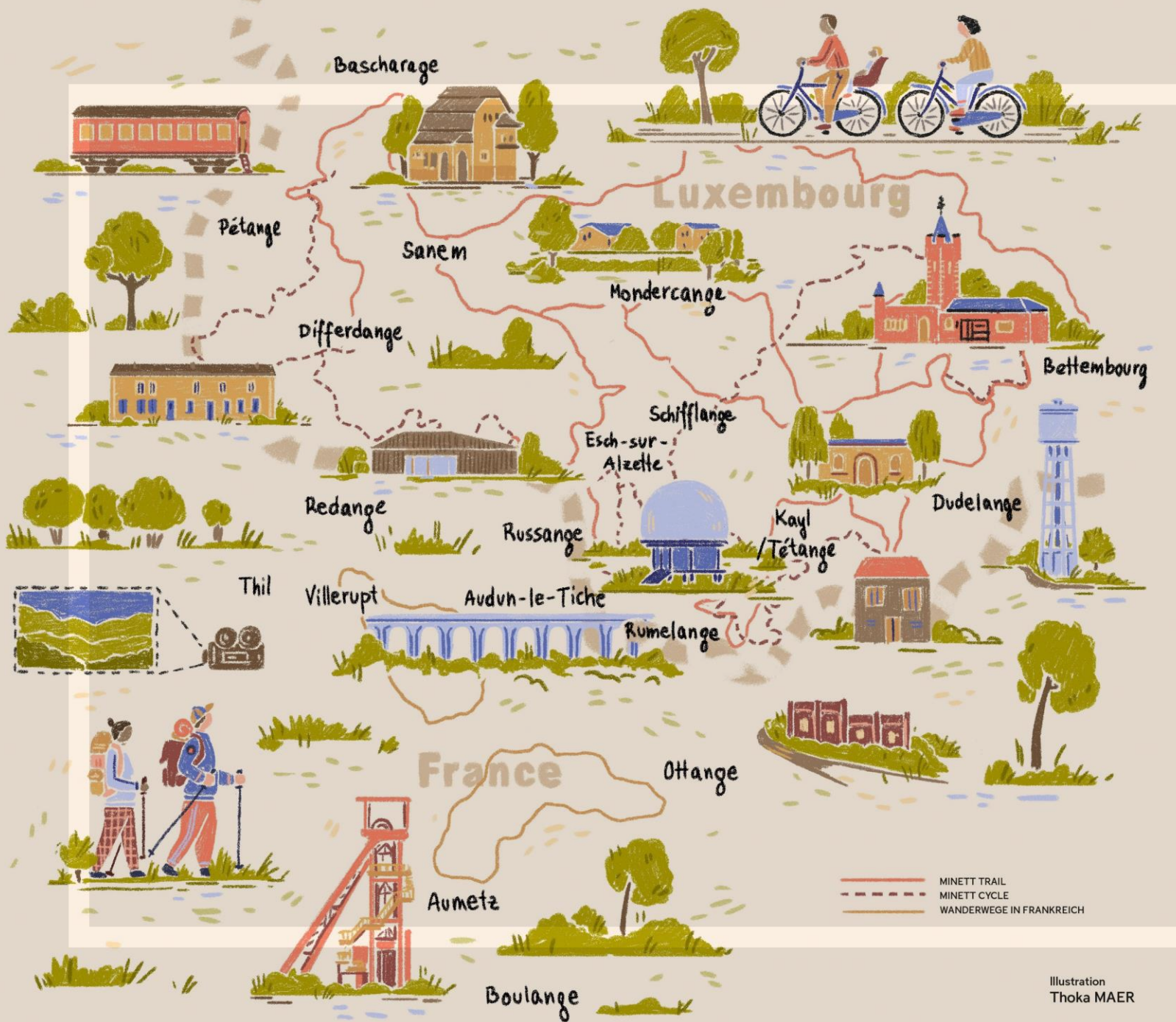
- At the heart of the cultural programming
- Dialogue and empowerment
- Alternative visions & creative solutions for our future





**HERE TO STAY: NEW INFRASTRUCTURES ?**













## Urban Time Travel Virtual Reality Tour Belval

### *The planets trail in Schiffflange: head in the stars, feet on the ground!*

We find the De Saturn footpath near Jean Jacoby stadium, via a forest path belonging to Lalléngerberg nature reserve, an exceptional site protected under the ...

By Frédérique Bruck

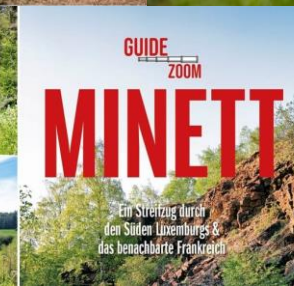
[READ MORE >](#)



Augmented  
Reality App



Travel Stories  
& Guide  
Zoom Minett







# Esch2022

- ... creates a perception of the region as an attractive art, culture and city travel destination
  - ... creates new offers and attractions
  - ... strenghtens the regional identity
  - ... increases international popularity
- 



elo



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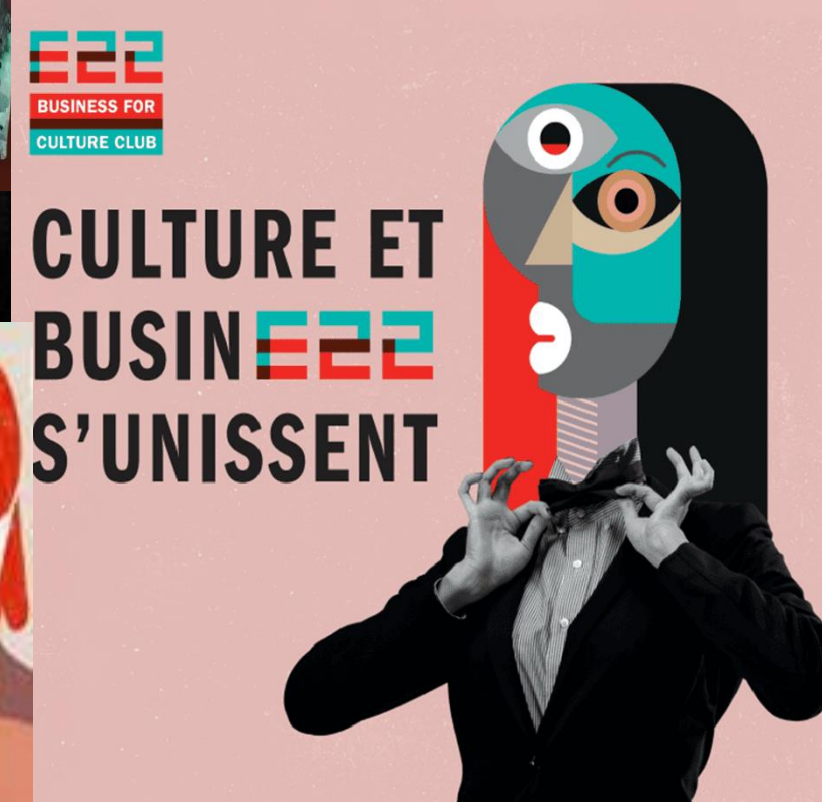
E22  
ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE



SPONSORING

La stratégie

Business for Culture Club





# RECHERCHE ET IMPACT

Enquête auprès des porteurs de projet

Étude d'impact relative à la presse écrite et aux réseaux sociaux

Étude de satisfaction

Étude d'image

Étude de notoriété / participation / impact

Étude tourisme

Étude d'impact économique

Étude tourisme Luxembourg For Tourism

Études sur les tiers-lieux culturels

© Cie Nihilo Nihil

**E22**  
ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE



# MARKETING , COMMUNICATION ET RELATIONS PRESSE

Site internet

Stratégie des réseaux sociaux

La Gazette

Campagnes Opening et Closing

Plan média

- Partenariat avec les associations de commerçants
- Coopération avec les communes



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**E22**  
ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE





Capacity Building - Summary







- Web: [www.esch2022.lu](http://www.esch2022.lu)
- More videos: youtube channel: [Esch2022 - YouTube](#)
- Gazette, the monthly magazine: [The Esch2022-Gazette - Esch2022](#)
- Susutaibable development: [www.elo.lu](http://www.elo.lu)
- Business for culture club: [www.bfcc.lu](http://www.bfcc.lu)
- Minett Trail: [www.minetttrail.lu](http://www.minetttrail.lu)
- Minett Cycle: [www.minettcycle.lu](http://www.minettcycle.lu)
- Cottages: [www.simpleviu.com](http://www.simpleviu.com)

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# Navigating the European Grant Landscape

## December 1, 2023





# Nice to meet you!

- Kaatje Gevaert
- Liaison officer EU Grants and Financing at VLEVA





# VLEVA

- Flemish-European Liaison Agency
- Bridge between Europe and Flemish local authorities, civil society and the Flemish government
- European institutions in our back yard
- 4 pillars:
  - Monitoring
  - Network
  - Bridge
  - EU Grants



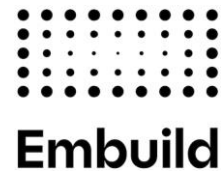


**AGORIA**



**DIGITAAL  
VLAANDEREN**

**Fevia**



**Gezinsbond**



**taal:  
unie**



**lmec**



**VLAAMSE  
LAND  
MAATSCHAPPIJ**

**VLAAMSE  
MILIEUMAATSCHAPPIJ**



**Vlaanderen  
is toerisme**



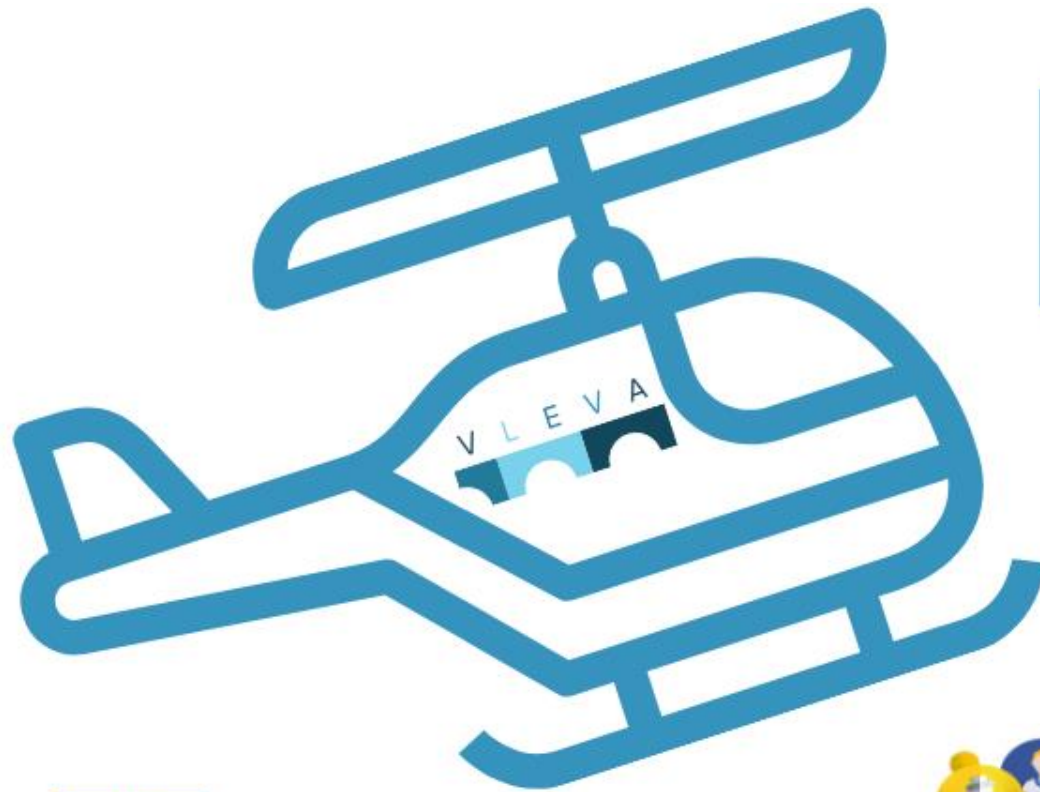


# What will we talk about today?

- Europe: Policy vs. Grants
- Key principles of EU funding
- European Grant Landscape









# VLEVA's EU GRANTS SERVICES

- EU Grant Guide + Overview EU Calls
- Information and networking events
- Communication: website, social media, YouTube kanaal VLEVA
- Useful tools:
  - Contact point overview
  - Overzicht events
  - Nieuwsberichten
- Service:
  - EU Desk: subsidieteam@vleva.eu
  - Partnersearch





# For local authorities

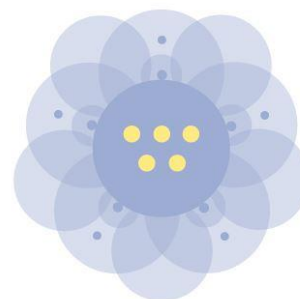
- EU-guide for local authorities
  - thematic overview linked to EU-funding
  - inspiring examples
  - call overview
- Tailormade infosessions and trainings
- Training EU Grants for local authorities - spring 2024





**Walmeet.eu:** a tool to assist actors in Wallonia in building European projects and partnerships

[www.walmeet.eu](http://www.walmeet.eu)





## Walmeet.eu is:

- ✓ A website featuring calls for proposals, tenders, and expert information
- ✓ A platform connecting administrations involved in European funding to share relevant information
- ✓ An organiser of matching events:
  - Organised by external actors, whether members of the platform or not
  - Organised by [Walmeet.eu](#) in collaboration with platform members
- ✓ Scheduled for an official launch in January 2024



# EU Policy vs. EU Grants

## EU BUDGET FOR THE FUTURE

#EUBudget





# European funding programmes?



**Policy framework European Commission**  
**Multiannual Financial Framework 2021-2027**  
**EU funding programmes**  
**(Annual) work programs**  
**Calls**  
**Projects**



# Europa 2021-2027: Evolution not Revolution

**Green Deal**

**Digitisation**

**Inclusion**





# KEY PRINCIPLES

- (Mostly) international
- Innovative
- Result-oriented, dissemination and valorisation
- EU-funding takes time
- Every programme has clear goals
- Co-financing and pre-financing
- Centralised versus Decentralised

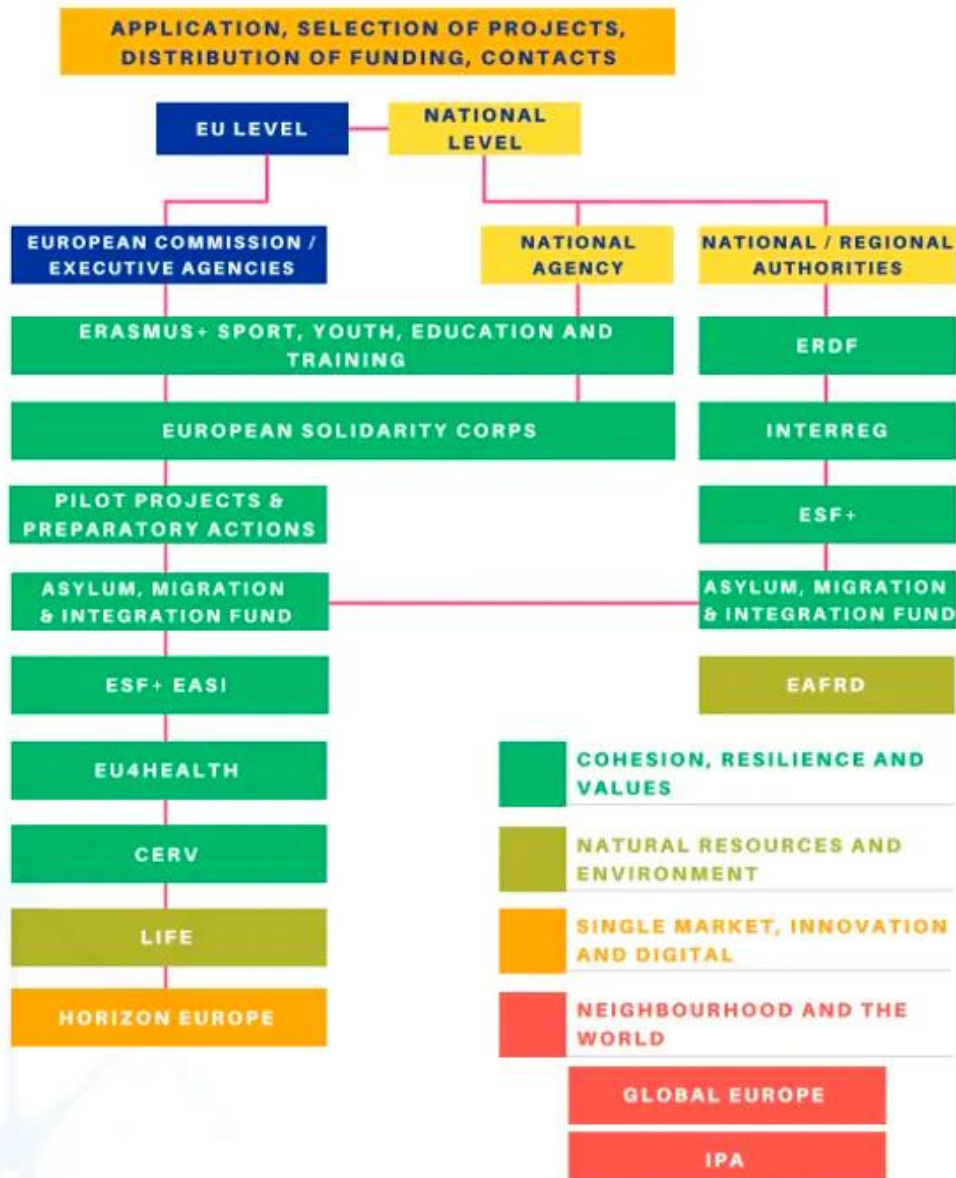


# EU-FUNDING LABYRINTH





# Management of EU Funding Programmes





# Which EU Program for Your Idea?

- Objective of your project and link with EU program
- Technology Readiness Level (TRL)
- Level of ambition - possible forms of collaboration
- success rate
- Funding





# VLEVA'S Strategy & Approach

- Many opportunities in different EU-programs
- Link with EU priorities: Green Deal - Digital - Inclusive
- Holistic approach, EU-projects as an intensive for
  - Society: projects related to integration, inclusion, participation and health
  - Economy: Circular economy, climate and environment, mobility, ...





The background is a complex, layered collage of musical elements. It features various instruments such as a piano keyboard at the top, a guitar body on the left, and a large, stylized horn or trumpet in the center. Musical notes and staves are scattered throughout the composition. The color palette is dominated by warm, fiery tones of red, orange, and yellow, with some cooler blue and green accents. The overall style is expressive and artistic, with a focus on the themes of music and culture.

# Sport, Youth, Culture and Education

*engagement, connection, empowerment, inclusiveness*



# ERASMUS+ - Jeugddienst Turnhout





# CERV - Eurozoersel 2022





# Opportunities

- Erasmus+ Sport
- Erasmus+ Youth
- Erasmus+ Training and Education
- Citizens, Equality, Rights and Values programme (CERV)
- European Solidarity Corps
- AMIF (Integration en Asylum)





# Social policies

*fair and social europe, training and employment, integration  
and inclusion*





# ESF+ - Gemeenschapsdienst Herselt





# Opportunities

- European Social Fund
- AMIF
- Erasmus+
- Interreg





# Circular economy, environment and climate

*Green deal, sustainable (renovation), circular biodiversity, ...*





# HORIZON EUROPE - Connecting Nature





LIFE+ - Green4Grey





# European Urban City Facility - [D-CLICK Brussels](#)





# ELENA - SUPRA





## **ERDF** - Project Diest Wijk Slachthuissite





# Opportunities

- Life
- European Fund for Regional Development
- Interreg
- European Urban Initiative
- Horizon Europe
- EU City Facility
- ELENA







# Digitalisation and smart cities

*E-government, ICT-skills, digital infrastructure*



# ERDF - Digitaal ondernemersloket Sint-Niklaas





# Opportunities

- Digital Europe
- European Fund for Regional Development
- Interreg
- European Sociaal Fund





# Mobility and Transport

*align transport modes, smooth flow, reduced emissions*





## ERDF - Bike2School





# Opportunities

- CEF Transport
- Horizon Europe
- European Fund for Regional Development
- Interreg





# Tourism and Heritage





# Interreg - Demi More



© Stichting Kempens landchap



# Opportunities

- Creative Europe
- EFRO
- Interreg
- Horizon Europe
- LIFE





And now?









**Thanks! Any questions? More info?**



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# Pre-selection

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**ECOC2030BE**



# Pre-selection 2024

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- Express your intent before 2 August 2024
- Submit your application before 17:00 on 2 September 2024
  - By email ([info@ecoc2030.be](mailto:info@ecoc2030.be))
  - Send 20 English hard copies to the following address (after 5 February):

DCJM Algemeen t.a.v. Secretariat of the ECOC 2030 Be  
Koning Albert II-laan 15 bus 266  
1210 Brussel



# QUESTIONS?

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