

**REPORT  
OF THE FIRST MONITORING and  
ADVISORY MEETING  
FOR THE EUROPEAN CAPITALS OF  
CULTURE 2011**

**Issued by  
The Monitoring and advisory Panel for the European  
Capital of Culture (ECOC) 2011**

**November 2008**

This is the report of the first monitoring and advisory meeting of the European Capital of Culture Panel. The meeting concerned the 2011 European Capitals of Culture, namely Tallinn (Estonia), and Turku (Finland) ; it took place on 5 November 2008.

## **I Background**

### **1) The European Capital of Culture designation and monitoring.**

The European Capitals of Culture (ECOC), a major European Union initiative, is a way of bringing together European citizens through culture. The objective is to highlight the richness and diversity of European cultures and the features they share, as well as to promote greater mutual knowledge and understanding among Europe's citizens.

“The European City of Culture” project was launched in 1985 by the Member States meeting in the Council on the initiative of Mrs Melina Mercouri. Since then, the event has grown in popularity every year, and is now well known to European citizens.

Until 2004, the European Capitals of Culture were designated by the Council on the basis of intergovernmental cooperation. Decision 1419/1999/EC of the European Parliament and of the Council established a Community action for the European Capital of Culture event for the years 2005 to 2019. By this decision, a new nomination procedure was introduced whereby each year one city of a Member State is designated as European Capital of Culture, following the order listed in the annex to the decision.

A modified Decision was adopted in February 2005, in order to integrate the ten Member States which joined the EU in 2004. The modification means that for each year from 2009 to 2019, two Member States will be entitled to make proposals to the EU: one from the Member States which joined the EU in 2004, and one from the others.

The scheme of designating the European Capitals of Culture was modified in 2006, following recommendations from stakeholders, in order to bring about a more efficient, transparent, and European designation. Consequently, Decision 1622/2006/EC is now the only applicable Decision.

In accordance with Decision 1622/2006/EC, the 2010 European Capitals of Culture and the following ones have to be submitted to a monitoring phase between the designation and the beginning of the event.

The monitoring is carried out under the responsibility of 7 members designated by the European Institutions. This panel is called the monitoring and advisory panel. It shall be convened on two occasions between the designation and the beginning of the event to give advice on, and to take stock of the preparations for the event with a view to helping cities to develop a high-quality programme with a strong European

dimension: for the 2011 title, the first monitoring meeting has to take place by late 2008 and the final one by spring 2010.

On the basis of the report issued by the monitoring and advisory panel after its second meeting, a prize in honour of Melina Mercouri shall be awarded to the designated cities by the Commission provided that they meet the criteria of the action and have implemented the recommendations made by the selection as well as the monitoring and advisory panels (the prize will not be awarded if the conditions mentioned above are not fulfilled). The prize shall be monetary and shall be awarded in full at the latest three months before the start of the relevant year.

It will be paid from the European Union's Culture Programme.

## 2) Tallinn and Turku as 2011 European Capitals of Culture

Finland and Estonia were the two Member States entitled to make proposals for the 2011 title. Estonia proposed Tallinn and Finland proposed Turku. The selection panel met in June 2007 to examine the candidate cities for the 2011 title. This examination included hearings of representatives from all the candidate cities. The panel submitted its report to the Commission on 13 June 2007. At the request of the panel, the Commission forwarded it to the other Institutions.

On the basis of an overall evaluation of the applications, the panel – while suggesting some improvements (improvements of a considerably substantial scale in the case of Tallinn) - reached a consensus to recommend to the Institutions of the European Union that Tallinn and Turku host the European Capital of Culture in 2011.

The Committee on Culture and Education of the European Parliament forwarded a letter to DG EAC on 30 September 2007 as a follow up to the panel's report which had been received, to highlight the relevant aspects of the exchange of views it had on this matter.

In conclusion, the Commission, in accordance with Article 14, paragraph 2 of Decision 1622/2006/EC submitted to the Council a recommendation for the official designation of Tallinn and Turku for the 2011 European Capital of Culture event.

The EU Council of Ministers in November 2007 designated Tallinn and Turku as the 2011 European Capitals of Culture.

## **II The monitoring and advisory panel and the 2011 ECOCs**

On 17 April 2008, the Commission appointed Sir Robert Scott and Mr Manfred Gaulhofer. Their mandates end in late 2010.

The European Parliament decided, during its Conference of Presidents of 24 May 2007, to nominate Ms Danuta Glondys and Mr Gottfried Wagner. Their mandates last until end 2008.

The Culture Council appointed Ms Mary Mac Carthy and Ms Mary Michailidou in September 2007. Their mandates last until end 2009.

The Committee of the Regions presented their choice of member, Mr Jyrki Myllyvirta, in its letter of 3 April 2007 from President Delebarre to Commissioner Figel'. His mandate lasts until end 2009.

### **III Meeting of the monitoring and advisory panel in Brussels, 5 November 2008**

#### **1. Organisation of the meeting**

The 2011 European Capitals of Culture had been invited by the panel to answer some questions listed in a so-called "monitoring form" and to return it to the Commission. The Commission then forwarded the completed forms to the panel.

At the initiative of the Commission, the panel members were invited to a meeting on 5 November 2008 in Brussels. The cities were expected to present the progress achieved so far in the preparation of the event and to answer questions from the panel members.

The following were present from the European Commission as observers (Culture Programme and Actions Unit of DG Education and Culture): Ann Branch (Head of Unit), Jacqueline Pacaud, Jean-Philippe Gammel, Sheamus Cassidy.

Sir Robert Scott chaired the meeting.

The agenda of the meeting was as follows:

*5 November 2008 9.15 a.m. – 13.00 p.m.:*

1. 9.30 a.m.: Opening by the Commission by Ms. Ann Branch, Head of the Unit Culture Programme and Actions, DG Education and Culture. Presentation of the context and the role of the monitoring and advisory panel in accordance with Decision 1622/2006/EC.  
(closed)
2. 10 a.m.: Presentation by representatives from Tallinn
3. 10.30 a.m.: Questions/answers session.
4. 11. a.m.: Panel discussion (closed)
5. 11.30 a.m.: Presentation by representatives from Turku
6. 12.00 a.m.: Questions/answers session.
7. 12.30 a.m.: Panel discussion (closed)
8. Outline of the report and conclusion

#### **2. Summary of the presentation of the 2011 European Capitals of culture, questions from the panel and answers by the cities**

## A) Tallinn 2011

The Tallinn delegation, consisting of the chief executive officer Mr. Mikko Fritze and Mrs. Hell Meisterson (Program Manager), was led by the vice mayor, Mrs Kaia Jäppinen.

Tallinn presented its progress report for this monitoring meeting (which it had compiled in July 2008) and highlighted the lines of action which it intends to follow to develop the cultural infrastructure and programme required to meet the ambitions Tallinn has set itself to become a vibrant European Capital of Culture in 2011 and to develop an infrastructure that will contribute to future sustainable growth both at a local and national level.

In its report of June 2007 the panel advised Tallinn to revisit some core assumptions of planning, inclusive participation and contemporary excellence. The panel was impressed by the steps taken by the Foundation Tallinn 2011 since June 2007 to face the challenges which the panel had identified, concerning the preparation of the event and its structural impact.

In the presented programme there is now a strong focus on the long-term improvement of Tallinn's urban space, on developing the creative environment and social cohesion, on establishing Tallinn as a noteworthy and attractive European cultural centre with the potential for attracting the interest of more cultural tourists to Estonia, on feeding international cultural exchange (with a focus on the European dimension) and on encouraging innovative ways of thinking and new and playful ways of rediscovering and maintaining traditions. The programme emphasises Tallinn's open position to the sea and its relationship with the natural environment (Tallinn as a green city). It also focuses on civil society and citizenship education. Environment and citizenship are two key elements which potentially can contribute a strong European dimension to the programme in development.

The panel is pleased to learn that, through an open call – which started in May 2008 – 108 ideas for projects were received of which 25 are now in the development phase.

It notes that the inclusion of the multicultural population in the process of developing ideas, planning and selection is essential to build bridges in a culturally diverse landscape.

The panel referred to the governance structure and more specifically to its Council. Referring to the national economic and tourist effects which – judging from previous events may also be expected during Tallinn 2011 - it asked the delegation if – in its opinion – central government expertise should not be better represented within the Council.

According to the plan ratified in Tallinn City Council in July 2007, the whole budget for Tallinn as European Capital of culture over the period 2008-2012 is 36,35 million euros, out of which 17,16 million will be spent in 2011.

The panel is pleased to once again learn that national funding for the programme is intended, but at the same time it is slightly disturbed to hear that this funding has not yet been formally guaranteed at the national level. The panel notes that financial

stability is a prerequisite for the successful development of this ambitious programme. Its further progress in artistic, social and economic terms, its future success in reaching people and generating income greatly depend on its marketing strategy which in turn depends on the programme's financial stability from the outset.

## B) Turku 2011

The Turku delegation, consisting of Ms. Cay Sevon, Chief Executive Officer, and Ms. Suvi Innilä, Programme Director, presented its progress in relation to the 2011 preparations as presented to the panel in July 2008. It underlined that the concept for Turku 2011 is well-established amongst Turku's inhabitants who have been involved from the very outset and have remained involved ever since.

The delegation underlined that the Turku 2011 Foundation started its work at the beginning of 2008 and that it now has 16 staff members.

The Finnish Government is committed to this project: it has confirmed the planned financing model (the State is a major financier), it stimulated the co-operation negotiations which took place with ministries during the autumn of 2007, and it is represented on the board of the Foundation.

The overall estimated budget for the years 2008-2012 is 55 million euro, including the costs of the programme, communication and coordination. One third of the budget will be covered by the City of Turku, one third by the State and the remaining one third will consist of sponsor income, EU funding, regional funding and other sources.

With regard to the international context, the delegation emphasised that the spotlight of the 2011 event will be on the Baltic Sea region due to the fact that Turku as well as Tallinn are on its shores. Projects will be undertaken involving other Baltic cities such as St. Petersburg and Stockholm. It is expected that this will add to the already increasing European and international interest in this region (the first EU Baltic Strategy will be presented during Sweden's Presidency of the Council).

The Virtual Capital of Culture will be operating on-line at Live 2011.com. It aims at becoming a permanent tool for export and exchange and a social web community of Finnish and European art and culture.

The Turku 2011 programme will be comprised of between 250 and 300 projects. The European dimension is naturally stressed within the project criteria for the 2011 event.

The Programme will be structured around 4 themes. A broad and bottom-up approach has been followed, which means that the various different cultural disciplines are represented in the Programme, that an open call has been followed in order to gather proposals and that participation and community-based projects and urban development are criteria which are considered for selecting projects.

1006 applications were received, of these 162 have proceeded to the next stage and 250 projects are in negotiation. The delegation informed the panel that special attention has been paid to managing applicants' expectations in order to soften the effects of refusal and to try to involve as many of them as possible in other ways.

With regard to funding, the delegation informed the panel that applications have been made, for example together with Tallinn, within the framework of the EU Culture Programme.

With regard to marketing, the delegation underlined that since 2007 awareness building and marketing have received special attention.

The city infrastructure is being enhanced. The new main library building was already opened in 2007 and other projects are underway.

The city has aimed at bringing the Baltic Sea into perspective and at the same time it is trying to forge bridges between culture and science (new technologies).

The panel was impressed by the excellent presentation. It noted that a high percentage of the budget will be committed in the open call for proposals and advised the delegation to also consider including a budget for commissions. It also enquired after the real cutting edge parts of the programme.

The delegation answered that its ambition was to truly link the best creative ideas in Turku to new developments in science and technology. What is coming out of the open call shows great potential in this field.

With regard to a question from the panel concerning the projects in progress, it was agreed that the delegation would provide the panel with an updated list of projects as soon as possible.

Concerning the open call, the panel recommended the Foundation to ensure that the selected projects, as well as the whole programme, will have a strong European dimension.

The delegation underlined that the negotiation phase was a good means of achieving this goal.

#### **IV The panel's assessment**

In accordance with article 10 of Decision 1622/2006/EC the role of the monitoring and advisory panel consists in monitoring the implementation of the objectives and criteria of the action and provide European Capitals of Culture with support and guidance.

In this context, the assessments and recommendations of the panel is as follows:

##### **1) Tallinn 2011**

The panel recognises that major steps forward have been made by the Foundation, however it strongly advised the delegation to be on their guard and to try to develop a programme that is not only broad and inclusive, but also cutting edge in its artistic choices. It would appreciate further information on the projects selected through the open call and on the manner in which a broad spectrum of Tallinn's multicultural

population are expected to be included in the ongoing activities. This is particularly the case for a large minority of people that have an ethnic Russian background.

The panel appreciates Tallinn's efforts to reinforce the leadership of the Foundation since the selection meeting.

Concerning the budget of the event, the panel stressed the importance of securing the financial participation of the state as soon as possible, since this element is essential for the implementation of the year. In this context the panel reminded the delegation that on the basis of their reports – the present one and the report which will be issued after its second monitoring meeting - the Melina Mercouri prize will be awarded to the designated cities by the Commission on condition that they meet the criteria of the action and have implemented the recommendations made at the selection as well as those made during the monitoring and advisory panels. If these conditions are met, the prize of 1.500.000 euros is paid in full at the latest three months before the start of the relevant year. The panel recalled that this award is not automatic: it depends on the Foundation's ability to successfully implement its programme.

The progress Tallinn makes in the coming months will be discussed during the following monitoring meeting which will take place in spring 2010. Prior to this meeting, the panel would welcome further detailed information on the guarantees provided for the programme's funding, a clearer presentation of the funding (clearer figures and an indication of sources), clear information on the development of the content of the programme - particularly concerning its European dimension- on the infrastructure and civic involvement in its progress. The panel will take these elements into consideration to recommend the award of the Melina Mercouri prize.

## 2) Turku 2011

The panel was impressed by the excellent presentation and the bottom-up approach which is being followed for the development of the Programme. It is convinced that the event is in good hands.

The partnership between Tallinn and Turku is expected to be fruitful.

The panel complimented the delegation for the fine process which has been developed. However, it also advised the delegation to incorporate cutting edge ideas into this process in order to develop an event with the real artistic energy necessary for the Turku on Fire logo to be more than just a motto, and to avoid the year ending up as a provincial event without real European resonance. An invigorating project such as this requires curiosity and a sharp artistic vision as much as clear management and a transparent selection process.

The panel expects Turku 2011 to make progress in the artistic process in the coming months and it would greatly appreciate further information on the selected projects.

The progress made will be discussed in the following monitoring meeting which will take place in spring 2010. In this context the panel reminded the delegation that on the basis of their reports – the present one and the report which will be issued after its

second monitoring meeting – the Melina Mercouri prize will be awarded to the designated cities by the Commission provided that they meet the criteria of the action and have implemented the recommendations made at the selection as well as those made during the monitoring and advisory panels. If these conditions are met, the prize of 1.500.000 euro is paid in full at the latest three months before the start of the relevant year. The panel underlined that this award is not automatic: it depends on the Foundation’s ability to successfully implement its programme.

In this context, the panel will pay a particular attention to the cutting edge ideas that the Foundation will incorporate in the programme as well as the European dimension of the year.

Sir Robert Scott  
(Commission designation) signed

Manfred Gaulhofer  
(Commission designation) signed

Mary Michailidou  
(Council designation) signed

Mary Mac Carthy  
(Council designation) signed

Danuta Glondys  
(Parliament nomination) signed

Gottfried Wagner  
(Parliament nomination) signed

Jyrki Myllyvirta  
(Committee of the Regions nomination) signed