

EVALUATION AND FITNESS CHECK (FC) ROADMAP			
TITLE OF THE EVALUATION/FC	Ex-post evaluation of the two 2015 European Capitals of Culture		
LEAD DG – RESPONSIBLE UNIT	DG EAC – UNIT D2	DATE OF THIS ROADMAP	12/2015
TYPE OF EVALUATION	Evaluation	PLANNED START DATE	Q4 2015
	Ex-post	PLANNED COMPLETION DATE	Q3 2016
	Mixed	PLANNING CALENDAR	http://ec.europa.eu/smart-regulation/evaluation/index_en.htm
This indicative roadmap is provided for information purposes only and is subject to change.			

A. Purpose
(A.1) Purpose
<p>The evaluation shall cover the activities run under the programmes of the two 2015 European Capitals of Culture Action, Mons and Plzeň.</p> <p>The aim is to better understand how the two 2015 European Capitals of Culture contributed to the objectives of the Action, whether they have broadly achieved their objectives and whether implementation has proceeded in line with their original application.</p> <p>The evaluation should also contribute to reinforcing the existing evidence-base on the ability of the Action produce cultural, social and economic impact.</p> <p>Finally the evaluation should draw lessons from the implementation of the two 2015 European Capitals of Culture that may be useful for future ECOC or cities wishing to bid for the ECOC title.</p>
(A.2) Justification
<p>Decision 1622/2006/EC of the European Parliament and of the Council foresees in article 12 the obligation to ensure "the external and independent evaluation of the results of the European Capital of Culture event of the previous year". The Commission shall present a report on that evaluation by the end of the year following the event.</p>

B. Content and subject of the evaluation
(B.1) Subject area
<p>The European Capital of Culture action is a title awarded by the Council of the European Union to two cities in two Member States each year according to an established calendar. The action is regulated by a Decision of the European Parliament and the Council (1622/2006/EC)¹ that details the objectives of the action and the selection and monitoring procedures, for the period 2007-2019. Under the Decision, Belgium and the Czech Republic are the two Member States entitled to host a European Capital of Culture in 2015. According to the arrangements of the Decision, the competition is managed by the relevant authorities of the Member State concerned, which publishes a call for submission of applications six years before the ECOC-year. The selection is in two phases: a pre-selection phase, at the end of which a shortlist of applicant cities is drawn up, and then a final selection nine months</p>

¹ The "European Capitals of Culture" (ECOC) action is currently governed by two Decisions of the European Parliament and the Council: Decision 1622/2006/EC (for the ECOC titles up to 2019) and Decision 445/2014/EU (for the titles 2020 to 2033)

later. A panel of thirteen independent members, six of whom appointed by the Member State concerned and the other seven by European Institutions, examines the cities' bids on the basis of the criteria laid down in the Decision.

Decision 1622/2006/EC lays down a monitoring phase, applying from the 2010 title onwards.

During this phase between the designation of cities as ECOC and the actual ECOC-year, the progress in the cities' preparations is monitored and guided by a monitoring and advisory panel, composed of seven independent experts appointed by the European Institutions.

Representatives from the cities are invited by the Commission to meet the monitoring and advisory panel.

Ahead of each of these meetings, the city concerned sends a progress report. After the meeting, the panel draws up a monitoring report, which is made public². The report related to the final monitoring meeting also includes a recommendation to the Commission as to whether to award the Melina Mercouri prize. This prize rewards the quality preparation of the event. It consists of 1,5 million EUR under the EU Creative Europe programme and has a great symbolic value often triggering complementary sponsoring.

Both 2015 European Capitals of Culture were awarded the Melina Mercouri Prize in 2014.

The programme of Plzeň 2015 is articulated around the slogan "Opening up" and contains four main programme streams, namely "Art and Technologies", "Relationships and Emotions", "Transit and Minorities" and "Stories and Sources".

Programme highlights are scheduled on a monthly basis, starting with the Opening Ceremony in January. It includes outdoor projects during the summer and a closing ceremony in December.

According to the information in the second monitoring meeting, Plzeň 2015 has a total operating funding allocated of 20.884.044 €, of which 14.099.726 € are devoted to the programme, amounting to 68% of the total.

The programme of Mons is articulated around the theme of the "Metamorphosis", where technology meets culture, understood as a bridge for citizens to move from new technologies to art. It intends to question the European citizen on the management of digital technology skills, social networking, European identity, local and European connectivity, digitisation of heritage and preservation of digital heritage. Activities are distributed among four themes: Images, Sounds, Words and Memory. As part of Mons 2015 the city's inhabitants and visitors are also invited to discover five new museums as well as a series of urban installations.

According to the information in the second monitoring meeting, Mons 2015 has a total operating funding allocated of 68.262.650 € €, of which 45.546.750€ are devoted to the programme, amounting to 67% of the total.

In 2014, the Council and the Parliament adopted the Decision 445/2014/EU that regulates the action for the period 2020-2033. The decision streamlines the objectives of the initiative and includes procedural changes in selection, nomination and monitoring

(B.2) Original objectives of the intervention

The overall aim of the initiative is to highlight the richness and diversity of European cultures and the features they share, as well as to promote greater mutual understanding between European citizens.

In accordance with Article 4 of Decision 1622/2006/EC, this Action should achieve the following objectives:

As regards 'the European Dimension', the Action shall:

- Foster cooperation between cultural operators, artists and cities from the relevant Member States and other Member States in any cultural sector;
- Highlight the richness of cultural diversity in Europe;
- Bring the common aspects of European cultures to the fore.

² http://ec.europa.eu/programmes/creative-europe/actions/documents/ecoc/2015/first-monitoring_en.pdf
http://ec.europa.eu/culture/news/2014/documents/2015-ecoc-2nd-monitoring-report-final_en.pdf

<p>As regards 'City and Citizens' the Action shall:</p> <ul style="list-style-type: none"> • 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. <p>Decision 445/2014/EU details the general and specific objectives as per Annex 1. These objectives are also taken into account in this evaluation to allow for a sound comparison of the actions under the initiative.</p>
(B.3) How the objectives were to be achieved
The figure in Annex 1 presents the hierarchy of objectives against which the 2015 ECOC shall be evaluated. This hierarchy is based principally on the 2006 Decision (as this Decision provided the legal basis for the 2015 ECOC), but is also complemented by information in Decision 445/2014/EU in order to reflect the evolving requirements and expectations for ECOC.

C. Scope of the evaluation/FC
(C.1) Topics covered
The evaluation should cover the activities carried out by the two European Capitals of Culture in 2015 under the Action.
(C.2) Questions/issues to be examined
The evaluation should assess the relevance, effectiveness, efficiency and sustainability of the European Capitals of Culture 2015. It will also examine the EU added value and coherence of the Action.
(C.3) Other tasks
The evaluation should link, where possible, the conclusions of the evaluation to the objectives of Decision 445/2014/EU, to allow for future comparison with future European Capitals of Culture. The intervention logic has been designed on these grounds.

D. Evidence base
(D.1) Evidence from monitoring
Under the supervision of the Commission, the action is monitored by a panel of independent experts that meets the cities twice (two years and nine months before the start of the ECoC-year). The monitoring panel draws up a monitoring report, which is published in the Commission's website (http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture_en.htm). Further to this, the monitoring carried out by the two cities will be used by the contractor. Mons 2015 has commissioned a longitudinal study starting for the period 2012-2016 to assess the changes in the city after the ECOC year. Plzeň will run an evaluation including long-term impact in the cultural situation and tourism and case studies on a cultural centre and on cultural and creative industries. Evaluations (including surveys) carried out directly by the cities will be used, if these are available on time. The bidbooks and the reports from the selection process, as well as promotion materials related to the two 2015 European Capitals of Culture will also be used.
(D.2) Previous evaluations and other reports
Evaluation reports on previous European Capitals of Culture are available on the above-mentioned Commission's website.
(D.3) Evidence from assessing the implementation and application of legislation (complaints, infringement procedures)
N/A

(D.4) Consultation
<p>Consultations will be carried out among the cultural operators, key stakeholders and implementation teams of the two 2015 European Capitals of Culture. The consultations will include personal and phone interviews and on-line consultations with stakeholders and general population in the concerned cities. The interviews with the implementation team will start in the last quarter of 2015, and wider consultations will be carried out in the first quarter of 2016.</p> <p>A public consultation is not foreseen as the action is considered as a local action and international participation is scattered within and outside Europe, and difficult to reach. A wider evaluation exercise will be carried out at a later stage, with the objective to establish long-term impacts of the initiative. A public consultation will be then carried out to gather wider possible views.</p>
(D.5) Further evidence to be gathered

E. Other relevant information/ remarks
N/A

Annex 1

General objective			
Safeguard and promote the diversity of cultures in Europe, highlight the common features they share, and foster the contribution of culture to the long-term development of cities			
Specific objectives (SO)			
SO1: Enhance the range, diversity and European dimension of the cultural offer in cities, including through transnational co-operation	SO2: Widen access to and participation in culture	SO3: Strengthen the capacity of the cultural and creative sector and its links with other sectors	SO4: Raise the international profile of cities through culture
Operational objectives			
<p>Stimulate a diverse range of cultural activities of high artistic quality</p> <p>Implement cultural activities promoting cultural diversity, dialogue and mutual understanding</p> <p>Implement cultural activities highlighting the diversity of cultures in Europe and European themes</p> <p>Involve European artists, promote cooperation with different countries and transnational partnerships</p> <p>Combine traditional art forms with new types of cultural expression</p>	<p>Create new and sustainable opportunities for a wide range of citizens to attend or participate in cultural events</p> <p>Involve local citizens, artists and cultural organisations in development and implementation</p> <p>Provide opportunities for volunteering and foster links with schools and other education providers</p>	<p>Improve cultural infrastructure</p> <p>Develop the skills, capacity or governance of the cultural sector</p> <p>Stimulate partnership and co-operation with other sectors</p>	<p>Attract the interest of a broad European and international public</p>