

EVALUATION AND FITNESS CHECK (FC) ROADMAP			
TITLE OF THE EVALUATION/FC	EX-POST EVALUATION OF THE TWO 2016 EUROPEAN CAPITALS OF CULTURE		
LEAD DG – RESPONSIBLE UNIT	DG EAC – UNIT D2	DATE OF THIS ROADMAP	13/06/2016
TYPE OF EVALUATION	Evaluation	PLANNED START DATE	Q4 2016
	Ex-post	PLANNED COMPLETION DATE	Q3 2017
	Mixed	PLANNING CALENDAR	<a href="http://ec.europa.eu/smart-regulation/evaluation/index_en.htm">http://ec.europa.eu/smart-regulation/evaluation/index_en.htm</a>
<b>This indicative roadmap is provided for information purposes only and is subject to change.</b>			

A. Purpose
(A.1) Purpose
<p>The evaluation shall cover the activities run under the programmes of the two 2016 European Capitals of Culture Action, Wroclaw and Donostia San Sebastian.</p> <p>The aim is to better understand how the two 2016 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 to produce cultural, social and economic impact.</p> <p>Finally the evaluation should draw lessons from the implementation of the two 2016 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) that details the objectives of the action and the selection and monitoring procedures. Under Decision 1622/2006/EC, Spain and Poland are the two Member States entitled to host a European Capital of Culture in 2016. According to the arrangements of the Decision, the competition is managed by the relevant authorities of the Member State concerned, usually the Ministry of Culture, 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 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.</p> <p>Decision 1622/2006/EC lays down a monitoring phase, applying from the 2010 title onwards.</p>

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 on two occasions: no later than two years before the event and no later than eight months before the event. 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 public<sup>1</sup>. The report related to the final monitoring meeting also includes a recommendation to the Commission as to whether to award the Melina Mercouri prize. The prize is awarded provided that the designated cities have honoured the commitments made in the selection phase and acted on the recommendations of the panels during the selection and monitoring phases. 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 2016 European Capitals of Culture were awarded the Melina Mercouri Prize in 2015.

The motto of the Wrocław programme, "Spaces for Beauty", is translated into the city's objective to affirm and further develop the multi-ethnic and multicultural past of this European city by focusing very specifically on intercultural and interreligious dialogue as well as cultural development and social inclusion. The programme has been designed by eight curators in eight different domains: theatre, film, music, opera, visual arts, literature and reading, performance, and architecture. In terms of structural and economic investment, Wrocław 2016 planned to build four new cultural centres (a concert hall, a centre for the identity of Wrocław, New Horizons Cinema, a National Forum for Music) and an aquarium

According to the information in the second monitoring meeting, Wrocław 2016 has a total operating funding allocated 115.951.590 €, of which 76.042.990 € are devoted to the programme, amounting to 66% of the total. This budget increased to around 123 MM € by the starting of the year.

DSS 2016's programme focuses on "Culture for Living Together", stressing the potential of Culture for living with and overcoming conflict. The structure of the programme, based on 3 "Lighthouses" (Lighthouse of Peace, Lighthouse of Life and Lighthouse of Voices) and 5 "Quays" as transversal lines focusing on a laboratory for local decision making, new technologies, audience development, linguistic diversity and a tool for critical thought. The programme would include 93 projects linked to three thematic "Lighthouses", while a special programme called "Waves of Energy" would support projects organised by members of the public and non-profit organisations.

According to the information in the second monitoring meeting, Mons 2015 has a total operating funding allocated of 48.772.12 € €, of which 34.405.300€ are devoted to the programme, amounting to 74% of the total.

## (B.2) Original objectives of the intervention

The overall aim of the action 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.

As regards 'City and Citizens' the Action shall:

<sup>1</sup> [http://ec.europa.eu/programmes/creative-europe/actions/documents/ecoc/2015/first-monitoring\\_en.pdf](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](http://ec.europa.eu/culture/news/2014/documents/2015-ecoc-2nd-monitoring-report-final_en.pdf)

<ul style="list-style-type: none"> <li>• 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;</li> <li>• Be sustainable and be an integral part of the long-term cultural and social development of the city.</li> </ul>
(B.3) How the objectives were to be achieved
<p>The figure in Annex 1 presents the hierarchy of objectives against which the 2016 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 the new legal basis for ECOC post 2019 (Decision 445/2014/EU) in order to reflect the evolving requirements and expectations for ECOC.</p> <p>The cultural and artistic programme of the cities, including the activities during the ramp-up years, should be the mean to achieve the objectives described.</p>

<b>C. Scope of the evaluation/FC</b>
(C.1) Topics covered
The evaluation should cover the activities carried out by the two European Capitals of Culture in 2016 under the Action, in Wroclaw (Poland) and San Sebastian (Spain) during the period 2012-2016, since their nomination to the end of the delivery year.
(C.2) Questions/issues to be examined
<p>The evaluation should assess the relevance, effectiveness, efficiency and sustainability of the European Capitals of Culture 2016. It will also examine the EU added value and coherence of the Action.</p> <p>The evaluation will answer the following questions:</p> <p>To what extent were the objectives of each ECOC relevant to the objectives of the Action? To what extent were the ECOC's cultural programmes and associated activities relevant to their own objectives?</p> <p>How did the management arrangements of each ECOC contribute to the achievement of outputs, results and impacts? To what extent were the financial and human resources secured by each ECOC appropriate and proportionate?</p> <p>To what extent were the EU-level objectives achieved? To what extent were the ECOC's own objectives achieved?</p> <p>To what extent can the positive effects of the ECOC Action be considered to be sustainable?</p> <p>What is the EU added value of the ECOC Action? To what extent were the ECOC complementary to other EU initiatives?</p>
(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.

<b>D. Evidence base</b>
(D.1) Evidence from monitoring
The monitoring reports are published in the Commission's website ( <a href="http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture_en.htm">http://ec.europa.eu/programmes/creative-europe/actions/capitals-culture_en.htm</a> ). Further to this, the evaluation will use the monitoring and evaluation material produced by the two cities, as long as it is available on time. Wroclaw will carry out an independent evaluation of main projects and of the activities of the implementing entity. Donostia San Sebastian will commission an integral evaluation of the action. The bidbooks and the reports from the selection process, as well as promotion materials related to the two 2016 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 2016 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 teams should start in the last quarter of 2016 and wider consultations will be carried out in the first quarter of 2017.</p> <p>A public consultation at European level 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 then be carried out to gather wider possible views.</p>
(D.5) Further evidence to be gathered

<b>E. Other relevant information/ remarks</b>
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>