

Questions and Answers

Call reference: EAC-A01-2017

Title:

Call for submission of applications for the Union Action "European Capital of Culture" for the year 2024 for cities in EFTA/EEA countries, in candidate countries and in potential candidates for EU membership

Version: 4 of 2 August 2019

<p>Question 1:</p>	<p>City A has already started preparing a bid-book for ECOC 2024. One of the key criteria is that a city should have a cultural strategy in operation, one linked to the city development strategy. City A is in the process of creating a cultural strategy but it is not in operation. What we do have in operation at the moment is a general plan for our city until 2030 that includes culture.</p> <p>However, the central government i.e. the Ministry of Culture does have a strategy for culture and it refers heavily to City A. Could we use the national strategy to satisfy this criterion? We are looking at involving neighborhood regions in the bid too.</p>
<p>Answer</p>	<p>The fact that the national strategy for culture refers to your city is certainly a relevant point to include in your bid-book, especially as you intend to cover your surrounding area. It would indeed be interesting to know how your ECOC project is connected with this national cultural strategy.</p> <p>Our understanding is however that a cultural strategy has to be adopted at city level for all cities bidding for the ECOC title as part of the criterion on the "contribution to the long-term strategy".</p> <p>The point here is to ensure that the bidding city, which leads the ECOC bidding process, can test some elements / priorities of its own cultural strategy via the ECOC project, and that the ECOC project can in turn impact on the cultural strategy of the city as part of the legacy of the ECOC year.</p>

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	<p>In this respect, it is also positive that you have already at city level a general plan including culture. Your bid-book could usefully underline the connection between your ECOC project and the "cultural" part of this general plan.</p> <p>We also note that your city is in the process of developing a cultural strategy. In recent years many bidding cities have developed their cultural strategies while working on their ECOC project, which is a good way to ensure consistency between the two. The only obligation is to have your cultural strategy adopted before you submit your final bid-book.</p>
Question 2:	<p>The call indicates that " The candidate cities shall communicate in writing their intention to submit an application at the latest on 10 September 2018".</p> <p>Do we need to communicate this via email or mail? Also, what should be included?</p>
Answer	<p>Candidate cities can inform the Commission either by mail or by e-mail to the address indicated in the call:</p> <p>European Commission DG EAC Directorate Culture and Creativity Creative Europe Programme - Culture J 70 2/015 1049 Brussels, Belgium E-mail: EAC-ECOC@ec.europa.eu</p> <p>The message can be very short as it is only to inform the Commission about the city's intention to submit an application in the framework of call EAC/A01/2017.</p>
Question 3:	<p>The introductory question of the final selection questionnaire reads as follows: "Has the concept of the programme described for the ECOC year changed between pre-selection and the selection stage? If yes, please describe the new concept and explain the reasons for change?"</p> <p>In case our concept hasn't changed and we continue involving the same surrounding area, what are we supposed to answer ? Are we supposed to explain the regional partnership and the overall cultural profile of the city again, or not?</p>
Answer	<p>As indicated in the call for submission of applications (Annex 1), "candidate cities must clearly answer all the questions" of the final selection questionnaire. The final selection bid-book (bid-book 2) must read as a stand-alone document. Even if no change has intervened since pre-selection, you will explain why your city has</p>

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	decided to run for the ECOC title and to involve (or not) its surrounding area.
Question 4:	<p>Regarding the contribution to the long-term strategy, the final selection questionnaire reads as follows: "Describe any changes to the cultural strategy since the pre-selection stage, and the role of the ECOC pre-selection in these changes, if relevant. Indicate specifically which priorities of this strategy the European Capital of Culture action intends to contribute to, and how."</p> <p>If we have made no change to the cultural strategy, which was adopted recently, what are we supposed to answer here? On the other hand, one of the comments in the Panel pre-selection report regarding this chapter is to further elaborate the cultural strategy that is in place. Finally, we have also more room in bid-book 2 to describe and elaborate on our Cultural Strategy but according to this question, we are not supposed to do so since we made no changes to the document. Can you please help us?</p>
Answer	<p>As indicated in the call under "b.1 The selection phase": "The short-listed candidate cities will complete and revise their applications with a view to complying with the award criteria as well as taking into account the recommendations contained in the pre-selection report".</p> <p>The ECOC panel pre-selection report includes general recommendations for all three short-listed cities on their cultural strategy, their priorities and target outcomes for the next few years, as well as the relationship between these strategies and their ECOC project:</p> <p>https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/ecoc-2024-preselection-report-candidatecountries_en.pdf</p> <p>We would therefore suggest that all short-listed cities answer this question of the final selection questionnaire (questionnaire 2) having in mind the recommendations included in the pre-selection report. However, it is ultimately up to each bidding city to decide whether (or not) it needs to dedicate more room to this aspect of its overall ECOC project than in the pre-selection bid-book.</p> <p>On a more general level, the three short-listed cities have certainly noticed that questionnaire 2 is much more specific than questionnaire 1 (pre-selection questionnaire) on some of the award criteria. As an example, regarding criterion 2 ("cultural and creative content"), questionnaire 2 asks cities to "describe in detail [their] artistic vision and strategy" and to "describe the structure of the cultural programme" (and not only give "an overview of the programme" as was the case in questionnaire 1). Idem for criterion 3 ("European dimension"): questionnaire 1 asked cities to give a "general outline of the activities..." while questionnaire 2 asks to "elaborate on the scope and quality of activities...". There are</p>

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	<p>other instances where short-listed cities will see that questionnaire 2 is more demanding than questionnaire 1, giving them many opportunities to use the extra 40 pages they have for bid-book 2 in comparison with bid-book 1.</p>
Question 5:	<p>Regarding the contribution to the long-term strategy, the final selection questionnaire reads as follows: "Have your intentions in terms of long-term impact of the European Capital of Culture action on the city changed since pre-selection? If yes, please describe the changes or further impact foreseen?".</p> <p>Our intentions have not changed, but like in the previous question, the scope has broadened and we are now 40 extra pages in the bid-book to elaborate on our intentions. However, in order to answer this question we would have to say yes, which is only partially true. Because it didn't change per se, but it did broaden.</p>
Answer	<p>Same answer as for question 4. Again, use the recommendations in the pre-selection report, and explain that the scope has broadened (this is per se a change). However, it is ultimately up to you to decide whether (or not) you need to dedicate more room to this aspect of your overall ECOC project than in bid-book 1. Furthermore, you will have noticed that questionnaire 2 is much more precise and demanding than questionnaire 1 regarding your plans for monitoring and evaluation (which are also issues connected to impact).</p>
Question 6:	<p>The chapter on "Capacity to deliver" now only has two questions while the question regarding the city's absorption capacity in terms of tourists' accommodation is lacking. Does it mean we cannot address the idea about creative ways as to how we can accommodate tourists etc.? Can you please clarify.</p>
Answer	<p>Same answer as for question 4. Again use the general recommendations in the pre-selection report – some of which are dealing specifically on hotels' capacities and alternative planning – to write your answer in your bid-book 2.</p>
Question 7:	<p>Is it common for the Mayor of a city to come with the team of the city during the hearing? If yes, is he/she considered a member of the delegation? What is the usual protocol for Mayors in this respect?</p>
Answer	<p>It is up to each team to decide about the composition of its delegation. However, as the bid for the European Capital of Culture title is made in the name of a city, it is expected that the Mayor of the city in question is part of the delegation as a way to show the city authorities' commitment. The Mayor is then one of the maximum 10 members of the delegation. He/she will also participate in the questions/answers session. Please note again that the working language of the meeting is English with no interpretation ensured by the Commission. For more information about the selection meeting, please see Article 6 of the rules of</p>

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	<p>procedure:</p> <ul style="list-style-type: none">- https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/files/rules-of-procedure.pdf.
Question 8:	Usually, how many people participate in the discussion after the presentation?
Answer	The same people (maximum 10) take part in the presentation and in the discussion that follows. It is expected that each member of the delegation will answer questions that are connected to his/her field of competence or expertise.
Question 9:	Does the discussion refer to the six chapters in the bid-book?
Answer	Yes indeed, as these six chapters correspond to the six criteria on which the panel will base its assessment and make its recommendation for the award of the European Capital of Culture 2024 title and the award of the Melina Mercouri Prize.
Question 10:	If yes - does a separate team member need to communicate for each chapter or one team member can give the answer for two or three chapters/areas?
Answer	It is up to you to see how your team members answer the panel's questions. You may have just one member – or instead two or more people – covering one single question, if you find that this is necessary. You can have one member responding to questions covering different criteria, chapters or areas. Normally, each of member of the delegation will answer questions that are connected to his/her field of competence or expertise.
Question 11:	What are the presence restrictions during the hearing? More specifically, would it be possible for other delegation members who will not be participating in the presentation delivery to be present in the room?
Answer	As mentioned in Article 4 of above-mentioned rules of procedure, the meeting shall not be open to the public. Only the members of the delegation (a maximum of 10 people, plus – if need be – a technician and an interpreter, see Article 6 of the rule) can be present in the room, and take part in the presentation and discussion.