

REPORT
FOR THE SECOND MONITORING AND
ADVISORY MEETING
FOR THE EUROPEAN CAPITALS OF
CULTURE 2012

Issued by

**The Monitoring and advisory Panel for the European
Capital of Culture (ECOC) 2012**

May 2011

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This is the report of the second monitoring and advisory meeting of the European Capital of Culture Panel. The meeting concerned the 2012 European Capitals of Culture, namely Guimarães (Portugal) and Maribor (Slovenia); it took place on 27 April 2011.

1. BACKGROUND

1.1. The European Capital of Culture designation and monitoring

The European Capitals of Culture (ECOC) initiative, a major European Union activity, is aimed at highlighting the richness and diversity of European cultures and the features they share, as well as promoting 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, involving a panel in charge of assessing the proposals of cities. For each year from 2009 to 2019, two Member States are entitled to make proposals to the EU: one from the Member States which joined the EU in 2004, another one from the others.

Following recommendations from stakeholders, the scheme of designating the European Capitals of Culture was modified in 2006, in order to introduce a more effective process of European designation. Consequently, Decision 1622/2006/EC is now the only applicable legal Decision. In accordance with this Decision, the 2010 European Capitals of Culture and all those that follow are submitted to a monitoring phase between the designation and the beginning of the event.

The 2012 European Capitals of Culture were designated under the scheme laid down by Decision 1419/1999/EC; they are submitted to the monitoring process initiated by Decision 1622/2006/EC.

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 is 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 the cities develop a high quality programme with a strong European dimension. For the 2012 title, the first monitoring meeting took place on 25 November 2009, the second one on 27 April 2011.

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 shall be monetary and shall be awarded at the latest three months before the start of the relevant year. It will be financed by the European Union's Culture Programme. The requirements for the award of the prize are mentioned in paragraph 5 below.

1.2. Guimarães and Maribor as 2012 European Capitals of Culture

Portugal and Slovenia were the two Member States entitled to make proposals for the 2012 title. Portugal proposed Guimarães and Slovenia proposed Maribor.

The selection panel met on 23 April 2008 to examine the nominations. This examination included hearings of representatives from the candidate cities. The panel assessed the proposals against the criteria laid down for the event and then invited the cities concerned to develop their plans further, to focus more strongly on the main objectives and characteristics of the action as defined in Decision 1622/2006/EC, including cultural programmes that have a long term impact for the city and region, and to complete their application accordingly. The panel expected a more detailed programme, especially for artistic events with a major European dimension. The completed applications were received by the Commission by 30 September 2008 and a new selection meeting took place on 5 November 2008. The panel submitted its report to the Commission in late November 2008; at the request of the panel, the Commission forwarded the report to the other Institutions.

On the basis of an overall evaluation of the applications, the panel – while suggesting some improvements, notably concerning Maribor's application - reached a consensus to recommend to the Institutions of the European Union that Guimarães and Maribor host the European Capital of Culture in 2012.

The Committee on Culture and Education of the European Parliament forwarded a letter to DG EAC on 28 January 2009, as a follow up to the panel's report, to highlight the relevant aspects of the designation of the 2012 European Capitals of culture.

In conclusion, the Commission submitted to the Council a recommendation for the official designation of Guimarães and Maribor for the 2012 European Capital of Culture event.

The EU Council of Ministers of 12 May 2009 designated Guimarães and Maribor as the 2012 European Capitals of Culture (2009/400/CE).

1.3. European Capitals of Culture 2012. Remarks made by the selection and monitoring and advisory panels

This section summarizes remarks made by the selection panel in November 2008¹ and during the first meeting of the monitoring and advisory panel in 2010.

1.3.1. Guimarães

Selection

¹ The report is available at: <http://ec.europa.eu/culture/our-programmes-and-actions/doc/2012ecoc-report.pdf>

The panel welcomed the vast progress made by the city in comparison with its first application. The panel was impressed by the commitment of the team and the cultural sector to this project, which greatly relies on the quality of the partnership. The concept of the event was strong, and the University was highly motivated to participate in the event. The panel was impressed by the team and its presentation and stressed the importance of translating the vision and the concept into concrete projects. The success of progress made by Guimarães would greatly depend on continuity of the working method and the new team put together. The panel recommended continuing along the lines now set for the entire preparation phase, stressing the importance of staff stability. It regretted that the newly appointed director did not participate in the presentation and would like to see the whole team formally appointed as soon as possible.

First monitoring

The panel acknowledged the efforts Guimarães had made in preparing the ECOC 2012, in particular in securing the budget and setting the governing structure. It was nevertheless concerned about the pace and timing of delivery, as preparation seemed to still be in a preliminary phase.

The panel made clear that in the second monitoring form it would expect to receive much more detailed information and evidence on the programming process in place, on the links between the theoretical framework and the programme delivered, on the communication strategy, the European dimension and the involvement of Portuguese as well as international partners.

1.3.2. Maribor

Selection

The panel was impressed by the commitment, enthusiasm and ambition of the new team and was happy to see that the city had improved the bid in comparison with the application presented in April 2008 by taking into account the advice delivered at that time. It stressed the very high number of projects comprising the programme and expressed its doubts about the capacity of the city to implement them all. In priority, it would like to see events specifically designed for the year in the programme. It therefore underlined that in order to be successful, Maribor would need to be selective. The panel members advised that the programme would be more easily manageable if the team succeeded in giving priority to a more restricted number of demanding, but realistic projects. In this regard, the panel requested a list of 5 to 7 priorities for the event. The panel also reflected on the added value which external expertise could bring in helping to acquire the added value needed for the preparation of this kind of European project. In this context the panel suggested that the city might benefit from involving external advisors for the further development of the project, in particular with regard to artistic excellence.

First monitoring

The panel was concerned about the uncertainty of the governance arrangements and by the proliferation of boards as this could slow down the implementation process by introducing unnecessary rigidity. It advised Maribor delegation to adopt a pragmatic approach and consider a leaner governance model. In particular, it recommended separating marketing and finance functions. Although the importance attached to

reporting was impressive, the panel was concerned that the right balance should be struck so that the project was not weighed down by administrative requirements.

The panel repeated its concern at the number of themes (16) in the programme which had not been reduced since application phase, and highlighted the importance of having a few cutting edge projects attractive at European scale. The European dimension of the project still needed to be reinforced.

The panel wanted Maribor to provide a more thorough, detailed and concrete progress report at the final monitoring stage. It would like also to meet people dealing with the finances and artistic concept at the final monitoring meeting.

1.4. The monitoring and advisory panel

The monitoring and advisory panel was composed of the following members:

Sir Jeremy Isaacs and Mr Manfred Gaulhofer, appointed by the Commission for the 2011-2013 period.

Mr Andreas Wiesand and Ms Danuta Glondys, appointed by the European Parliament for the 2009-2011 period.

Ms Hennicot-Schoepges and Mr Constantin Chiriac, appointed by the Council for the 2010-2012 period.

Ms Elisabeth Vitouch, appointed by the Committee of the Regions for the 2010-2012 period.

Ms Glondys was excused.

The panel was chaired by Mr Gaulhofer.

2. SECOND MEETING OF THE MONITORING AND ADVISORY PANEL IN BRUSSELS, 27 APRIL 2011

2.1. Organisation of the meeting

The 2012 European Capitals of Culture had been invited by the panel to answer some questions listed in a "monitoring form" and to return it to the Commission by the beginning of February 2011. The Commission forwarded the completed forms to the panel immediately upon their reception. The panel members were invited to a meeting organised by the Commission on 27 April 2011 in Brussels. The cities were invited to present the progress achieved so far in the preparation of the event and to answer questions from the panel members.

The meeting was structured around the following sessions:

- Presentation by representatives from Guimarães 2012 and question/answer session
- Presentation by representatives from Maribor 2012 and question/answer session

- Panel discussion, outlines of the report and conclusions (restricted to Panel members and the Commission as observer)

The following were present from the European Commission, as observers: Ann Branch (Head of Unit - Culture Programme and Actions), Jacqueline Pacaud, Antonio Farrauto, Bettine Gola (Culture Programme and Actions Unit). The delegations of the 2012 European Capitals of Culture were composed as follows:

2.1.1. The Guimarães 2012 delegation

- Cristina de Azevedo - Fundação Cidade de Guimarães Chairwoman
- João Serra - Fundação Cidade de Guimarães Executive Board member (Cultural Programme)
- António Magalhães - Mayor of Guimarães
- Francisca Abreu - Deputy Mayor for Culture
- Carlos Martins - Project manager.

2.1.2. The Maribor 2012 delegation

Mrs Suzana Žilič Fišer, Director General Maribor 2012
 Mr Mitja Čander, Programme Director Maribor 2012
 Mr Tomaž Kancler, Deputy Mayor of Maribor
 Mr Roman Didovič, Deputy Finance Director Maribor 2012
 Mr Damijan Andjelković, Marketing Director Maribor 2012
 Mrs Alma Čaušević, Chief Producer Maribor 2012
 Mr Aleš Šteger, Advisor to the Programme Director for International Relations Maribor 2012
 Mr Peter Tomaž Dobrila, Advisor to the Programme Director Maribor 2012
 Mrs Jasmina Holc, Public Relations Maribor 2012

3. SUMMARY OF THE PRESENTATION OF THE 2012 ECOCS AND QUESTION/ANSWER SESSIONS

3.1. Guimarães 2012

Christina de Azevedo, Chairwoman of the Foundation Cidade de Guimarães since September 2009, introduced the members of the delegation from Guimarães. She was accompanied by António Magalhães, Mayor of Guimarães, and Francisca Abreu, Deputy Mayor of Guimarães and responsible for culture, João Serra, Board member of the Foundation Cidade de Guimarães and responsible for the cultural programme, and Carlos Martins, project manager for the Foundation. She stressed the considerable work carried out by the Foundation since the first monitoring meeting, taking into account the panel's recommendations.

The Foundation Cidade de Guimarães was the entity responsible for the organization and coordination of aspects pertaining to the implementation of the Cultural Programme, while the Guimarães City Council (*Câmara Municipal*) was the entity responsible for the programme of Urban Regeneration of the City. The founders of this entity were the City Council (*Câmara Municipal*) and the Ministry of Culture.

The team of the Foundation currently included 10 fixed term employees. There were in addition a number of contractual employees.

Mrs de Azevedo presented the budget. It included a total of € 41 Million of operational expenditure, of which € 25 million for the programme, € 8 million for communication (coming from the national tourism office) and € 8 million for administrative expenditure. In addition, about € 70 million were dedicated to infrastructure and managed by the city directly. The total budget of € 41 million was comprised of national and local funding (56.1%) and European funds (43.9%). Regarding the latter, € 18 million come from the EU's structural funds, more precisely from a Regional Operational Programme including financing for the development of the cultural and creative industries, for both infrastructure and immaterial investments such as the cultural programme of the Guimarães 2012 ECOC. The budget was secure, with the structural funds having been completely committed.

The delegation presented the regeneration projects planned in Guimarães and the surrounding territory: the old market, the Toural, the house of memory etc. These projects were funded by the Guimarães City Council and were part of an overall regeneration strategy begun in 2001.

Due to the tight time frame, the foundation of Guimarães 2012 had decided not to construct new buildings but to revive old factories, especially from the textile industry. In 2011 five rehabilitation works would be finished, and in 2012 five more would be completed.

The launch of the preliminary programme had taken place in January 2011. During the meeting the delegation presented a more detailed version of the 2011 warm-up programme and 2012 programme. The next version would be published in June 2011 and would be practically final. Oficina, the most important cultural operator in Guimarães, would be the main partner for productions and for ensuring sustainability. "Involvement" (citizen participation) and "legacy" were key words and had been an important consideration in the choice of projects. The role of Guimarães as the birthplace of Portugal and of Portuguese identity had served as inspiration for the programme.

Four places and four times structured the Guimarães 2012 programme. The four central places were: "The Guimarães we are" (identity), "The cities we built" (territorial dimension), "The land of experiences" and "What Europe do we aspire to?" (thought cluster). The four times were: "Time for encounters" including many artists residencies and a period of process, rather than outputs, "Time for creation" which would be more about outputs and display, "Free time" comprising a programme for public spaces, and "Time for rebirth" which would be a period of evaluating what would continue beyond the year. These periods corresponded approximatively to the 4 seasons of the year. Within this time frame, the programme was composed of 4 themes: Community, City, Thought, Arts. The delegation of Guimarães 2012 showed a video with presentations by the experts responsible for the themes.

The European dimension of Guimarães 2012 was reflected across the 4 themes of the Programme and both aspects: the themes put forward and the way of implementing the cultural projects.

The Programme expected to be seen as an intersection of two roads: Guimarães and the rest of Europe, and the rest of Europe with Guimarães.

Guimarães, symbolically linked to the birth of Portugal in medieval times, presented a unique contribution to the network of European cities. In 2012, it would offer itself to be a great European meeting point, and Guimarães proudly would put its historic heritage on display, which it has safeguarded and valued in exemplary fashion along its path as an industrial centre in the last two centuries and as the home of a pioneering cultural force in history and archaeology, the fine arts, architecture, philosophy and medicine.

Guimarães 2012 programme took up the "sense of Europe" not only in the identification of this historic opening of the city to the outside world but also in the projection of European issues which must be discussed for the future. Among the topics, special attention should be given to the role of the intellectual heritage of cities for European construction and the search for innovation in social and political systems as a modern-day imperative.

To give an example of the European dimension of the programme, the Art theme would involve artists and organizations from various backgrounds, from Eastern Europe to the Mediterranean and the North. There would also be a clear international focus, with artists coming from other continents such as Africa, South America and Asia who worked in Europe or vice versa.

Concerning the city and citizens criteria, the Guimarães 2012 programme would involve the people, institutions of Guimarães and the community as a whole.

The team in charge of the preparations of the event had established a deep relationship with national, regional and local institutions, such as the Alberto Sampaio Museum and Paço dos Duques de Bragança (both national cultural structures) and Sociedade Martins Sarmento (regional but a pioneer in archeological works and one of the first public Portuguese libraries) up to the Cultural Associations with a long lasting activity in the city.

More than an ambitious cultural and urban regeneration programme, Guimarães 2012 presented itself as a process aiming at changing the current strategic development model for the city socially, economically and culturally.

Consequently, the entire cultural programme was built taking into account the future sustainability of the selected projects, the involvement of local resources as well the establishment of long lasting partnerships and knowledge generation.

As a result the team expected growth in local artistic production structures, some scale gains within the city's cultural system, the generation of new collaborative platforms, the strengthening of community participation and a boost to the creative industries.

Cooperation with Maribor 2012 would feature strongly, especially regarding youth exchanges and soccer. Both Capitals would participate in the project "Embassy of Europe", consisting of inviting all Member States to present their own artistic lives in each of the Capitals during 2012.

Some 2.5 million visitors were expected during the year compared to the current rate of some 500,000 per annum. The city's hotel capacity was recognised to be limited with some 2000 beds currently available. A further four private initiative hotels were being built, but even this would not provide a sufficient capacity. However Guimarães was actively tackling this challenge. First, they were working with tourism operators to develop an on-line private renting scheme which should provide an estimated additional

200 beds, and secondly, they were trying to negotiate a bus shuttle service to facilitate day trips to Guimarães from people staying in Porto.

Porto airport was an important entry point for visitors, and in addition to the bus shuttle service, the foundation was trying to negotiate an express train service in order to reduce the journey time between the two cities. Ryanair was an important carrier to Porto, bringing some 2 million visitors each year and would offer special fares to Guimarães.

The new logo had been selected by open call at the beginning of 2011. It represented a "flexible" heart, which could be adapted to various events within the programme for the year. The logo would be "In progress".

In addition to the communication strategy, Guimarães was setting up a network of "ambassadors" to communicate about the event, with some 69 local ambassadors and 5 national celebrities, 1 from each region of the country.

Regarding the media, they were ensuring regular features in the national and local press and links with foreign press representatives in Lisbon, with 19 foreign correspondents having already paid a visit to Guimarães. Monthly press conferences were also being held. Communication with the media was always challenging, but it would be facilitated by the new programming document handed to the panel.

An independent evaluation was being commissioned by the University of Minho. It would be multidisciplinary and links had been established with the team which had carried out the evaluation of Liverpool '08. They would draw on that methodology, but adapt it to the circumstances of Guimarães.

3.2. Maribor 2012

Suzana Žilič Fišer, Director General of Maribor 2012, introduced the 8 member delegation from the Public Institute Maribor 2012, which had been set up in early 2010 to manage the implementation of the event. Tomaž Kancler, Deputy Mayor of the City of Maribor, was also part of the delegation.

The Institute included the Institute Council and the Programme Council.

Since Maribor had submitted their document to the panel, Mr Pandur's role had changed. He would remain as artistic advisor but would no longer have an administrative function as chairman of the Programme Council. Suzana Žilič Fišer explained that the changes in personnel aimed at making the structure clearer, more operational and effective.

In a poll almost 85% of people in the city supported the project.

The delegation recalled that 5 nearby towns were involved in the event: Murska Sobota, Novo Mesto, Ptuj, Slovenj Gradec and Velenj.

The event was considered as crucial for the whole country and not only for the region. Consequently, funding was being provided by a variety of public sources (local and national), and the process of signing agreements to guarantee the various sources of the budget was ongoing. The delegation presented the budget for the event. The operational budget had decreased due to the financial crisis: in contrast to the budget planned at

selection stage, € 57 million, the budget was now € 41.78 million, and this should be the final amount. The final capital expenditure should be € 89.92 million.

Maribor 2012 would mainly focus on visitors from the neighbouring countries living within a 300 km radius: Austria, Italy and Croatia. The idea was to convince visitors that Slovenia had more to offer than just skiing. At the same time, there was also a strong focus on the inhabitants of Ljubljana because a study revealed that many of them had never been to Maribor (only about 30%).

The cultural programme had evolved considerably. In line with the advice of the panel given during the first monitoring meeting the initial 16 strands of the programme had been reduced to 4: "Town Keys" (reanimation of the historic centre), "Urban Furrows" (projects on social inclusion), "Terminal 12" (performances and creation of art works, international productions) and "Life Touch" (ICT projects).

Urban Furrows in particular would bring forward many different kinds of projects, involving different sections of society and different ways of life: a House of Science and a children's playground would be created, and projects involving people with disabilities or literacy difficulties would be organised. The youth dimension of Maribor 2012 was stressed. The whole programme was generally targeted at a young audience including for example flash mobs, or the House of Science. Furthermore the City of Maribor was organising a volunteer programme.

As part of the European dimension, Maribor 2012 was working closely with Guimarães. It was also trying to reinforce cooperation with EUNIC in Slovenia, through "cultural embassies" with as many national cultural institutes as possible (so far 14) being invited to Maribor to present their outstanding cultural creations. Special cooperation with past (Graz 2003, Pécs 2010, Essen for the Ruhr 2010) and future Capitals (Marseille/Provence 2013, Mons 2015) were planned, as well as a residency programme for European artists which had the backing of the Ministry for Culture. Maribor wanted the European dimension to extend beyond simply European content and exchanges of artworks or artists, to real *processes* of dialogue and exchange.

Concerning the participation of citizens, Maribor 2012 intended to involve many volunteers and students, thanks to the close connection with the University of Maribor. Volunteers would be given the opportunity to directly participate in the organisation and implementation of the event. Some projects (like the *Of a Special Kind* project) were specifically dedicated to people with special needs (the disabled, blind people etc).

Several new buildings would be built and as in Guimarães many old factory buildings would be rehabilitated. International calls for tender had been launched, attracting over 400 bids, and architects from for example Rome and Madrid had submitted successful bids. In order to increase the attractiveness of the centre, the river crossing the city would be the central theme of the reconstruction work and the river banks would be rehabilitated. As in Guimarães, empty industrial buildings would be used as venues.

The Maribor 2012 team had reached a consensus that the event was closely connected to the (not yet realised) vision of the municipality of Maribor. Namely, the reorganisation of the area of the main square of the city, with which the city's central urban space would be renovated so as to become the centre of social, business and urban pulse. This aspect would be a very important part of the legacy of the event.

Maribor was a traditional post-industrial city looking for a new identity as a cultural city and hoped that it could serve as a model of medium-sized city development for other cities in Europe. The long-term benefits would be evaluated through a long-term study by Slovenian universities.

The evaluation system had been modified and adjusted to the development requirements of the project in the second half of 2010, whereby recommendations about systemic simplification had been taken into account. The following actions were planned during 2011:

- implementation of an information system for continuous project monitoring
- preparation of the system and criteria of evaluation
- additional education for project holders concerning network collaboration
- half-yearly evaluation reports
- preparation of a strategic development conference of all producers.

Moreover, the Academy of the European Capital of Culture which had been established as an independent advisory body and would continuously monitor the creative development of the projects.

4. 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 to provide the European Capitals of Culture with support and guidance.

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

4.1. Guimarães 2012

The panel very much appreciates the hard work by the team and the considerable progress made with the cultural programme, and particularly welcomes the more detailed programme provided during the meeting. It welcomes the fact that many of its previous recommendations have been taken on board and the budget seems secure.

Although the programme looks promising, the panel is slightly concerned about the concentration on Portuguese themes and artists. The panel would therefore urge caution in order to ensure that the programme remains sufficiently appealing to attract tourists from all over Europe.

The panel also encourages Guimarães 2012 to reflect further on different ways of attracting tourists from a variety of Member States. One possibility would be to tap into the potential for tourism from the Way of Saint James or in Santiago de Compostela. In view of the strong focus on Portuguese culture and history, it would also be interesting to attract the Portuguese diaspora from all over Europe. Regarding the limited bedroom capacity in Guimarães, the panel stresses the importance of organisation of an excellent bus shuttle and similar services facilitating day tourism.

The panel is also keen to ensure the maximum involvement of citizens and their awareness of the programme and urges Guimarães to keep up its efforts in this regard.

Regarding the long term impacts of Guimarães 2012, the panel commends the city's aim to raise its budget for culture from the current level of 7-8% of the city budget to 12% after 2012.

Finally, it welcomes the independent evaluation and urges Guimarães to plan for the long-term legacy of the event, as the most successful Capitals have proven to be those which embed the event as part of a long-term cultural development strategy. In this regard, it welcomes the efforts to use the cultural and creative industries as part of a new development paradigm.

4.2. Maribor 2012

The panel is impressed by the presentation of Maribor 2012, as well as the progress achieved so far in the preparations and the programme as it stands so far. Although there have been a considerable number of changes to the team, the alterations should improve the effectiveness of the organisation. The panel congratulates the new team for its dynamism, enthusiasm and commitment and the good progress made. As the preparations are now in a critical phase, the panel recommends Maribor to maintain stability in the staffing and continue on this good path. The strong focus on youth projects is very positive as is the forward-looking approach.

The panel strongly encourages the team to stick to the current ideas in the programme and to concentrate on implementation. A strong focus on the marketing strategy will now be very important in order to attract as many visitors as possible in 2012 and beyond.

Finally, the panel urges Maribor to plan for the long-term legacy of the event, as the most successful Capitals have proven to be those which embed the event as part of a long-term cultural development strategy.

5. THE REQUIREMENTS FOR AWARDING THE MELINA MERCOURI PRIZE

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, on the condition that they meet the criteria laid down in article 4 of Decision 1622/2006/EC (see below), have fulfilled their commitments and have implemented the recommendations made by the selection as well as the monitoring and advisory panels. The prize consists of a payment of 1.5 million euros and shall be awarded in principle three months before the start of the relevant year. It is financed by the European Union's Culture Programme.

Article 4 of Decision 1622/2006/EC specifies the criteria that the cultural programme shall fulfil. They are subdivided into 2 categories (the "European dimension" and the "City and citizens").

As regards the "European Dimension", the programme shall:

- a) foster cooperation between cultural operators, artists and cities from the relevant Member States and other Member States in any cultural sector;
- b) highlight the richness of cultural diversity in Europe;
- c) bring the common aspects of European cultures to the fore.

As regards the "City and citizens", the programme shall:

- a) 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;
- b) be sustainable and be an integral part of the long-term cultural and social development of the city.

6. THE PANEL'S RECOMMENDATION REGARDING THE MELINA MERCOURI PRIZE.

The Panel, in the light of the criteria specified by article 4 of Decision 1622/2006/EC and on the basis of the information contained in the progress reports it received from Guimarães and Maribor and of the exchange of views with the delegations during the meeting held on 27 April 2011, recommends awarding the Melina Mercouri Prize to Guimarães 2012 and Maribor 2012.

In order to further improve the quality and the success of the Capital event, the Panel invites Guimarães and Maribor to make use of the assessments and recommendations contained in chapter 4 of this report. Above all, the panel stresses the importance of:

1. maintaining stable governance regarding the preparation and implementation of the event as well as fulfilling the commitments regarding the budget;
2. using the ECOC logo on any communication material about Guimarães 2012 and Maribor 2012.

Sir Jeremy Isaacs	signed
(Commission designation)	
Manfred Gaulhofer	signed
(Commission designation)	
Andreas Wiesand	signed
(Parliament nomination)	
Erna Hennicot Schoepges	signed
(Council designation)	
Constantin Chiriac	signed
(Council designation)	
Elizabeth Vitouch	signed
(Committee of the Regions nomination)	