

Selection of A
European Capital of Culture
2013

**Final Report of the Meeting of the Selection Panel of
the second round of the European Capital of Culture
competition – Slovakia 2013**

8 – 9 September 2008
Bratislava, Slovakia

Bratislava, October 2008

1. Introduction

- At the outset Linda Kapustová Helbichová (LKH), the General Director of the Section of International Cooperation, welcomed participants, particularly Mr Manfred Gottfried, a new panel member, who was appointed by the European bodies to replace former member Mr. Jordi Pascal. She also welcomed Mr. Jyrki Myllivirta who did not participate in the pre-selection round. Ms. Mary Michailidou apologized for her absence. The final number of members of the selection panel was 12. Sir Robert Scott remained Chairman of the panel, in accordance with the first round's vote, and equally Mr. Martin Kováč remained the panel's Vice-chairman.
- LKH presented Rules of the Organisation and the Rules of Procedure, particularly the voting system, and pointed to the difference in rules against those of pre-selection in the duration of the cities' presentations and the subsequent questions from the Selection Panel (hereinafter referred to as "SP"). She asked the SP members to deliver the final report to the Ministry of Culture of the SR (hereinafter referred to as the "MC SR") within 20 working days, in accordance with the Rules of the Organisation and the Rules of Procedure.
- The European Commission official (hereinafter referred to as the "EC") Ms Jacqueline Pacaud (JP) asked participants, in considering projects of cities, to take into account only the criteria set out in the decision No. 1622/2006/EC establishing a Community action for the European Capital of Culture event for the years 2007 to 2019.
- The selection was made according to a set of criteria and based on the quality of the projects submitted. The panel evaluated applications in consistency with the legislation and the criteria that were provided to the cities beforehand. The following aspects have been considered in particular:
 - The project's European cultural cooperation and the European dimension (linkages, cooperation and exchanges between cultural operators, artists and experts abroad; reasons and the capacity to raise interest of the citizens in Europe; the added value for Europe);
 - the city's level of involvement in the project of the wide public and artistic community,
 - the level of young people's involvement in the project,
 - the project's innovative benefits for the city, the country and Europe;
 - the main message of the city in the context of European and world challenges,
 - ample cultural heritage,
 - adequate representation of the Slovak creative cultural community,
 - the level of innovation and model setting for other European cities and communities,
 - urban regeneration and its contribution to the city's development
 - innovative solutions of social problems of minorities and the community at large and the support of intercultural dialogue in the city
 - accessibility by transport and technical infrastructure of the city,
 - the capacity of the tourist infrastructure

- sustainability of the city's cultural strategy and of the project as the winning project of the competition within this strategy;
- the project's originality and authenticity;
- the level of financial provision and transparency of financing;
- availability of the managing structures and expert capacities;
- coherence of particular project components and of the project as a whole;
- the written form of the application submitted to the panel beforehand;
- responses to the questions from the panel
- knowledge of projects of cities acquired from visits to candidate cities

2. Visits to the short-listed cities of the competition by members of one part of the Selection Panel

- Košice – 17 August 2008
- Prešov – 18 August 2008
- Martin – 18 –19 August 2008
- Nitra – 19 August 2008

Panel members who made visits to the candidate cities on 17 – 20 August 2008 handed over to the other members of the SP, orally and/or through photos the information learned and experiences gathered in the meetings. The purpose of the visits was to compare the objectives declared in the projects with the reality. During visits, an equal 6-hour time slot was allocated to each city for presentation of the city's project. The main information following out of the visits could be summed up as follows:

Košice

- enthusiasm of the project team and broad domestic and international cooperation of artists and citizens with the city in the project's preparation
- demonstration of the use for cultural purposes of spaces on the example of the building of the former barracks, with an area of 10 000 m², and of the former heat exchanger station
- the city's good potential for tourism and culture and its favourable location within the region

Martin

- an ambitious revitalisation plan to turn a former industrial building into a culture centre
- historical and national legacy of the city Martin as the centre of national culture within Europe; cultural and artistic tradition of the city and its potential for innovation
- the intention to progressively heal the disrupted urbanism and integrity of the city
- adequate involvement of the region in the project, including the towns of Dolný Kubín and Žilina

Nitra

- involvement in the project of a range of entities and the cities of Bratislava, Trnava, Trenčín and Banská Bystrica that have failed in the pre-selection round of the competition
- presentation of cultural heritage, history, gastronomy, and museum and exhibition potential of the city
- high cultural and artistic potential of both the city and the region

Prešov

- presentation of national and minority cultures and the cultural heritage of the region
- a good potential of the region for tourism and convenient baseline position of the city
- an ambition to enhance the environment of the city through adding infrastructure, developing tourism and ameliorating the programme offer of the city
- a very high involvement of inhabitants of the city and the region in the preparation of the project

3. Presentations by cities and questions from the selection panel

- Delegations from all candidate cities made their presentations before the panel with each city being given 45 minutes for the presentation.
- In the subsequent discussion members of the selection panel posed questions to representatives of the candidate cities. For the discussion with each city an hour was allocated.

It was the Panel's conclusion that the Cities had spent enormous energy, considerable time and financial resources in preparing the projects. It could be said that there was evidence of a significant cultural development of all the cities taking part in the second round of the competition, both in terms of the concepts and the great mobilisation of human resources, as well as the establishment of many new and lasting bonds between partners in the territory of these cities, with a view to developing the city culture and the cultural cooperation. All the cities, to a greater or lesser degree, had met the criteria of the competition, particularly relating to fostering the European cultural cooperation and developing cooperation between the city and its citizens. All cities concerned declared that the prepared projects were an important competition of their economic and social development and that they would gradually pursue most of their goals regardless of the result of the competition. It could be noted that the experience of this selection procedure has set a new high standard for cultural policy of the city in Slovakia.

Members of the panel also pointed to the fact that it would be difficult to raise awareness of Slovakia within Europe, but at the same time they noted that it would be up to the best project which would get the chance to contribute significantly and make the whole Slovakia visible in Europe through its programme and the project and a matching communication strategy that the city selects for the purpose. The presentation of the winning project will be an enormous marketing challenge, mainly in its aspect of how to attract the attention of the European tourists and tour operators.

On the Slovak part, this might be facilitated by the creation of a special powerful regional destination management organisation that would take care of this task.

Tackling administrative procedures and overcoming barriers will also be a great challenge, in time to ensure structural funds not only for the projects of the winning city but also for the projects of the other participating candidate cities because their projects have enormous value in the cultural, economic and innovative development of the regions concerned and the cities plan to implement them, sooner or later. The particular goals will allow at the level of these cities to create strong and attractive tourist products as well as attract the interest for the development of industry with a higher added value, which is often associated with the cultural and human potential of cities as well as with their distinct *genius loci*.

High citizens' involvement and extensive territorial cultural cooperation, the European and regional cultural cooperation, new plans in the area of territorial development and revitalisation projects for buildings and cities' zones, the support of modern arts and new cultural institutions through municipal grant schemes and the building of new cultural infrastructure of cities for the artistic sphere and innovative cultural projects have all been standard component features of the projects.

It might be said that the Ministry of Culture of the Slovak Republic had created favourable conditions for the implementation of this competition, which was held in Slovakia, for the first time within the meaning of the new EC legislation. Also from this aspect, this selection procedure might be assessed as a pilot and a very successful experience of the application of the legislation and of the new rules, which may be useful for the other European countries.

The Panel congratulated all the candidate cities, mayors and citizens of the cities concerned, project teams, artists and their partners on the progress achieved and the cultural development of their cities.

4. The panel's voting and announcement of recommendation for the winner of the competition

- Following final discussion the members of the Selection Panel proceeded to taking a vote.
- Panel members agreed to vote in two rounds, eliminating candidates to reduce their number, with the first-round vote on the short-listed cities and the second-round vote on the overall winner.
- In the first round the panel members took a vote on each preliminarily selected candidate city separately. In the vote, two cities – the city of Košice and the city of Prešov - have gained the consent of more than two-thirds of the panel members present necessary for the inclusion in the shortest list.
- In the light of the hitherto equipollent position of the cities of Prešov and Košice, the mutual linkage of projects, and the mutual agreement on cooperation in writing for the case either of the cities gains the title, the members of the panel appeal to the winning city of this couple to deliver its project while implementing the cooperation agreement at hand. The two cities have created strong synergy- and innovation-wise interlinked projects, also in connection with the idea of developing a city constellation Košice – Prešov, as well as the

proximity of the Schengen border and the location in the Carpathian Mountains. Close cooperation of the cities in implementing these projects can bring benefits to the whole region of east Slovakia. These projects rank among the best in the hitherto 20 years' history of the competition. However, there can only be one winner of the competition. Both cities need each other.

- In the second-round vote both cities achieved the same number of votes. Insofar as the Chairman of the panel voted in favour of Košice within a tied vote in this second round, the vote of the Chairman decided the overall result, within the meaning of the rules on voting that have been provided under the approved Organisational Rules and the Rules of Procedure. Thus Košice received 7 votes and Prešov 6 votes.
- Hence, the city of Košice was recommended by the Selection Panel as the winner of the competition for the title of European Capital of Culture - Slovakia 2013.
- At the end of the deliberations the Chairman of the Panel presented the recommendation of the SP for the winner of the competition in a sealed envelope to the Minister of Culture. The Minister of Culture of the SR Marek Maďarič opened the envelope at the press conference of the MC SR convened for the purpose and announced the result of the competition.

The main features of the winning project of city Košice include:

- high involvement of citizens and independent artists in the design of the project and in shaping a new vision and philosophy for the city's revitalisation,
- well developed European cultural cooperation and intense good practice sharing between the project team and artists and foreign partners,
- creation of new adequate city spaces for independent artistic sphere and making them operational
- creation of a grant scheme to support independent artists, cultural organisations and new cultural creation and the cultural programme in the city
- the model-setting value of the project and its parts; global innovative value of the environmental pillar of the project – a new water culture
- the city's good baseline cultural, transport and technical infrastructure
- feasibility of the budget, minimisation of investment risks and the material and legal provision for the project's key infrastructure
- personnel and expert capacities to manage the project
- clear institutional provision for the project
- experience with the preparation of larger events and the professional delivery of the project
- cultural value of the city of Košice and the whole east-Slovakian region
- innovative, cultural and economic potential of Prešov and Košice twin cities
- contractual coverage of the cooperation and the programming affinity with the city of Prešov

The project of the transformation of the city embodies an important message of the need for a dynamic, sustainable and innovative transformation of municipal and urbanistic structures but also for the cultural transformation of the cities in Central and Eastern Europe that suffer from the consequences of the urbanistic, architectural and social legacy of socialist era. At the same time this legacy offers an opportunity for transformation, mobilisation of internal developmental and innovative potential of cities, and for furthering global innovative solutions.

5. Next steps

- The selection panel shall issue a report on the second round of the ECoC competition together with a recommendation for the nomination of Košice as the European Capital of Culture in the year 2013.
- The report shall also contain recommendations to the selected city concerning the progress and the arrangements to be made by 2013, if designated as European Capital of Culture by the Council.
- The selection panel shall submit the report to the MC SR and to the Commission.
- The report shall be published on the website of the EC and of the MC SR.
- By its resolution, the Government of the SR shall nominate Košice as European Capital of Culture 2013 and shall notify the European Parliament, the Council, the Commission and the Committee of the Regions thereof, no later than four years before the year 2013.
- The notification shall be accompanied by a justification for the nomination based on the reports of the selection panel.
- The European Parliament may forward an opinion to the Commission no later than three months after receipt of the nomination of the SR.
- The Council acting on a recommendation from the Commission drawn up in the light of the opinion of the European Parliament and the justification based on the report of the selection panel shall officially designate Košice as European Capital of Culture for the year 2013, together with one French city.
- A monitoring and advisory panel shall be monitoring the action of Košice for the purposes of monitoring the implementation of the objectives and criteria of the action and providing European Capitals of Culture with support and guidance from the time of their designation to the start of the European Capital of Culture event.
- The aspects to be assessed within monitoring shall include in particular the compliance with the project schedule, financial provision of the project, progress made in investment construction, institutional and personnel arrangements of the project, provision for the European marketing communication, arrangements and implementation of programmes and events of the project, involvement of the public, the European cultural cooperation and the delivery of agreed contractual obligations.

6. Members of the selection panel

1. Manfred Gaulhofer
2. Danuta Glondysová
3. Juraj Hamar
4. Dušan Katuščák
5. Katarína Kosová
6. Martin Kováč (Vice-chairman)
7. Mary McCarthyová
8. Miloš Mistrík
9. Jyrki Myllivirta
10. Sir Robert Scott (Chairman)
11. Gottfried Wagner
12. Svetlana Waradzinova

Bratislava, 18 September 2008

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Robert Scott (Panel Chairman)
Martin Kováč (Panel Vice-chairman)

Robert Scott

13.10.08

PANEL CHAIRMAN