

REPORT
FOR THE SECOND MONITORING AND
ADVISORY MEETING
FOR THE EUROPEAN CAPITALS OF
CULTURE 2013

Issued by

**The Monitoring and Advisory Panel for the European
Capital of Culture (ECOC) 2013**

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1. BACKGROUND.....	3
1.1. The European Capital of Culture designation and monitoring.....	3
1.2. Marseilles-Provence and Košice 2013 European Capitals of Culture.....	4
1.3. European Capitals of Culture 2013. Remarks made by the selection and monitoring and advisory panels	4
1.3.1. Marseilles-Provence	4
1.3.2. Košice	5
1.4. The monitoring and advisory panel	6
2. SECOND MEETING OF THE MONITORING AND ADVISORY PANEL IN BRUSSELS, 25 APRIL 2012.....	6
2.1. Organisation of the meeting	6
2.1.1. The Košice 2013 delegation	7
2.1.2. The Marseilles-Provence 2013 delegation.....	7
3. SUMMARY OF THE PRESENTATION OF THE 2013 ECOCS AND QUESTION/ANSWER SESSIONS.....	7
3.1. Košice 2013	7
3.2. Marseilles-Provence 2013	11
4. THE PANEL’S ASSESSMENT	13
4.1. Košice 2013	13
4.2. Marseilles-Provence 2013	14
5. THE REQUIREMENTS FOR AWARDING THE MELINA MERCOURI PRIZE.....	14
6. THE PANEL’S RECOMMENDATION REGARDING THE MELINA MERCOURI PRIZE	16

This is the report of the European Capital of Culture Panel following the second monitoring and advisory meeting concerning the 2013 title: the meeting took place on 25 April 2012 and concerned the 2013 European Capitals of Culture, namely Marseilles-Provence (France) and Košice (Slovakia).

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.

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 2013 European Capitals of Culture were the first ones designated under the scheme laid down 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 2013 title, the first monitoring meeting took place on 14 and 15 December 2010, the second one on 25 April 2012.

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. Marseilles-Provence and Košice as 2013 European Capitals of Culture

France and Slovakia were the two Member States entitled to make proposals for the 2013 title.

The Ministry of Culture in France and in Slovakia respectively managed the competition in each of both Member States. According to Decision 1622/2006/EC, the competition is organised into two stages (pre-selection and final selection).

The final selection meetings in Paris and Bratislava took place in December 2008 and the panel recommended respectively Marseilles-Provence and Košice for the 2013 title.

The pre-selection and final selection reports are available at the following website:
http://ec.europa.eu/culture/our-programmes-and-actions/doc483_en.htm.

The European Parliament forwarded a letter to the President of the European Commission on 6 March 2009, as a follow up to the panel's report, to express a positive opinion on the designation of Marseilles-Provence and Košice for the 2013 European Capital of Culture title.

The Commission then submitted to the Council a recommendation for the official designation of these two cities. Consequently, the EU Council of Ministers of 12 May 2009 designated Marseilles-Provence and Košice as the 2013 European Capitals of Culture.

1.3. Remarks made by the selection and monitoring and advisory panels about the European Capitals of Culture 2013.

This section summarizes remarks made by the selection panel in September 2008 and during the first meeting of the monitoring and advisory panel in December 2010.

1.3.1. Marseilles-Provence

First monitoring

The panel commended the Marseilles team, acknowledging the very good work being undertaken in preparing the ECOC 2013. In particular it was glad to see :

-that the relationships with the city hall had vastly improved and that the governance structure seemed to be stable. It would be essential for these positive aspects to continue throughout the preparation in order to ensure the delivery of a high quality event.

-to hear that Mr Lатарjet continued to have the support of all, as he occupied a key role.

-that the programme reflected a strong sense of the European and cross-Mediterranean dimension.

It also appreciated the efforts to commit the entire territory participating in the programme, and to develop cooperative working methods, in spite of certain difficulties.

The panel was concerned about:

- the uncertain situation concerning the participation of Aix-en-Provence in the event and asked to be updated in due time on this aspect (via the Commission).

- the new logo : the panel asked to see it adopted and disseminated as soon as possible; this would be important for attracting private sponsors.

At the final monitoring meeting, the panel would pay the utmost attention to the finalisation of the programme and the final budget.

1.3.2. Košice

First monitoring :

The panel commended the work of the team and its achievements in a context of very restricted staff resources. It:

- was impressed by the stability of the governance structure despite political changes.

- appreciated that the programme seemed to be advancing and that the contribution of cultural operators in the city was increasing.

- welcomed the efforts to reach out to all of eastern Slovakia and urged this to continue.

- was pleased that the development of tourism policy in line with the national tourism plan was advancing and hoped that this initiative would go even further to make Košice 2013 the main tourism message for Slovakia as a whole.

- hoped that there would be no further political upheavals for the organising team to have to deal with and urged the Mayor and city authorities to do all it could to support the team so that it could concentrate on the core tasks, namely artistic programming.

- welcomed the establishment of the Coalition 2013+ because it could become a very helpful ally to the management.

The panel highlighted weaknesses in the preparations. It was concerned:

- by the new uncertainties about the procedures to be applied in the context of the Ministry of Culture's funding, which could impact seriously on the timing and quality of the event.

- that some of the projects, like the Amphitheatre, which was dependent on access to structural funds, might not be ready in time. The panel advised the team Košice 2013 to consider back-up solutions for alternative venues, such as alternative temporary infrastructure (eg large-scale tents as had been employed in some former ECOC).

-by the over-dependence on two individuals in the executive committee and would prefer to see them offered further staffing support in order to avoid work overload and burnout.

The panel urged the team to continue working on the relationships with established cultural institutions as there could be positive synergies from such cooperation.

Working visit on 13 November 2011

Considering the upheavals which occurred in the organisational team of Košice 2013 by mid-2011, the panel delegated Mr Gaulhofer to pay an informal visit to the (new) team and explore the situation of the preparations in situ. Consequently, Mr Gaulhofer met the team as well as the Mayor in Košice by November 2011.

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.

M. Jordi Pardo and M. Steve Green, appointed by the European Parliament for the 2012-2014 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.

Mr Gaulhofer was unable to be present. The panel was chaired by Mr Green.

2. SECOND MEETING OF THE MONITORING AND ADVISORY PANEL IN BRUSSELS, 25 APRIL 2012

2.1. Organisation of the meeting

The 2013 European Capitals of Culture had been invited by the panel to answer some questions listed in a "monitoring questionnaire" prior to the meeting.. The cities were invited to present the progress achieved, their expectations and any risks for the year, and to answer questions from the panel members.

The meeting was structured around the following sessions:

- Presentation by representatives from Košice 2013 and question/answer session
- Presentation by representatives from Marseilles-Provence 2013 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: Jacqueline Pacaud, Jean-Philippe Gammel, Vincent Lagarre, Antonio Farrauto and Katharina Kriegel (Culture Programme and Actions Unit). The delegations of the 2013 European Capitals of Culture were composed as follows:

2.1.1. The Košice 2013 delegation

- M. Richard Rasi, Mayor of Košice; Member of the National Parliament
- Ms. Renata Lenartova, Vice-Mayor of Košice
- M. Jan Sudzina, Director Košice 2013 n.o.
- M. Vladimír Beskid, Artistic Director Košice 2013 n.o.
- M. Jakub Urik, Head of Development Projects and International Relations Section
- M. Michal Hladký, Development Projects Section

Ms. Silvia Salanská, 1st Secretary, Permanent Representation of the Slovak Republic to the EU, had been appointed by the Ministry of Culture of the Slovak Republic as observer, in accordance with Article 10.2 of Decision 1622/2006/EC.

2.1.2. The Marseilles-Provence 2013 delegation

- M. Bernard Latarjet, Advisor to the President and to the Managing director Marseilles-Provence 2013
- M. Ulrich Fuchs, Deputy Director-General Marseilles-Provence 2013
- Julie Chénot, International Relations Manager Marseilles-Provence 2013

Ms. Catherine Fagart, *Chargée de mission auprès du Secrétaire Général*, French Ministry of Culture and Communication, had been appointed by the Ministry as observer, in accordance with Article 10.2 of Decision 1622/2006/EC.

3. SUMMARY OF THE PRESENTATION OF THE 2013 ECOCs AND QUESTION/ANSWER SESSIONS

3.1. Košice 2013

Mr. Jan Sudzina, director of Košice 2013, introduced the members of the delegation. Mr Rasi, the new Mayor of Košice expressed the full support of the local, regional and national levels for the event. He stressed that, together with Košice 2013, he welcomed Mr Gaulhofer's recommendations after his informal visit in November 2011. Subsequently he had obtained the support from the business sector as well as the Minister of Culture of the Slovak Republic for the project. However, he admitted that the investments envisaged for infrastructure in the city were late and that no *new* buildings would be built for the event. However the important regeneration of old buildings as cultural spaces will take place.

Mr Sudzina presented the organisational structure, explaining the important changes in the organisational and personnel structure since the previous monitoring meeting ; Ján Sudzina was appointed as director (also the statutory representative) of Košice 2013 and Vladimir Beskid was appointed as artistic director responsible for the programming section.

At the moment Košice 2013 had 36 internal staff members and 6 attached from external organisations. In addition more than 200 volunteers and 150 employees of municipal companies are working for Košice 2013.

The delegation stressed the importance of the cooperation with Coalition 2013+ which is focused on supporting the successful implementation of Košice 2013 and sustainability beyond 2013. The Coalition's main activities include attracting investment from the private sector, project management, project promotion, cultural events and creative industry support.

The delegation outlined their current financial plans.

The operating expenditure for the year would be financed by the grant scheme of the Ministry of Culture of Slovak Republic for approximately 10 millions. EUR over the 2009-2013 period. (This allocation triggers additional co-funding by the city and the region of 2.5 millions EUR).

The Region of Košice was expected to allocate around 5,7 millions EUR over the 2011 – 2015 period. In addition, the city itself will allocate around 10,9 millions EUR. All these amounts were confirmed.

Consequently, the operating budget would be 29,1 millions EUR.

In addition to these amounts dedicated to the operating expenditures, an amount of 55.6 millions euros, including the ERDF funds, would be allocated to the city for capital expenditures.

The delegation stressed the good relations and cooperation with the steel company U.S. Steel Košice that will invest 500.000 EUR for supporting a Creative Factory that will be located in the Kasarne/Kulturpark premises. It is a non-commercial project that aims at attracting and inspiring children and young people to deepen their knowledge of science and technology. Exhibits will be produced and the installation coordinated by U.S. Steel Košice. Beside the steel company, Košice 2013 is currently also negotiating with Volkswagen Slovakia in order to obtain partnership and strong cooperation for its Creative Factory project. However, no agreement had yet been reached.

From the very beginning, Košice's goal had been to transform the city into a post-industrial modern, dynamic and creative European metropolis and to stimulate the economy.

The programme is based on 5 strategic lines:

Laboratory of Living Culture, presentation and promotion of all forms of modern culture including innovative and experimental locations with a particular focus on awareness raising among the public and stimulation of the local cultural scene (the Kasarne/Kulturpak project is part of this strand) ;

Open Public Space, creation of a new media space and space in streets and squares with the goal of supporting cultural diversity and dialogue between cultures (ex: the SPOTs) ;

Travelling City, increase of the visibility of Košice and eastern Slovakia and export of art to the local, national and international level (ex: Terra Incognita) ;

Build on Traditions – Build on Roots, presentation of authentic and traditional culture and connection of traditional elements to modern life and cultural phenomena (ex: Amphitheater) ;

Košice Elements: Light, Water, Sound, implementation of specific and non-traditional events that employ the phenomena of light, water and sound as the main artistic resource (ex: Hall of Art).

The four cultural corridors used for implementing the above mentioned strategic lines are:

Across the borders (creation of a dialogue between East and West),

European Capitals of Culture (creation of a network with former, present and future capitals),

Second Cities (creation of new partnerships and cultural exchange between cities)

Personalities (focus on Slovak figures in the areas of literature, visual art, architecture, contemporary film).

The delegation outlined its focus on the balance between traditional and innovative festivals and events: Music between East and West and Festival of Central European Theatres as traditional events, whereas White Night (the City hopes to attract about 500.000 citizens and visitors), Summer in the Park, Use the City are part of the innovative events organised by Košice 2013.

The opening ceremony is scheduled on 20th January 2013; the closing ceremony on 13th December 2013. Both dates are coordinated with Marseilles 2013.

Concerning the European dimension of the event, the priority presented was to reinforce Košice's connections to European cultural life and international cultural operators and to guarantee the visibility and supra-national dimensions of the European Capital of Culture. The following two projects are among the most important ones in this regard : K.A.I.R. – Košice Artists in Residence (support of creativity of invited and sent artists, stimulation of local, regional, national art scene with international artists), Putujúce Mesto – Wandering City Project (support of international cooperation in the city, region and across Slovakia with foreign artists, cultural operators, institutions and partners).

The city has striven to foster its international relations and to initiate cooperation with various international partners as, for instance, with Marseilles. At the end of 2011 a high-level meeting of authorities was set up in Marseilles to start cooperation with cultural operators. The delegation stressed that Košice and Marseille had so far 29 confirmed projects for the ECOC year in common, among which 5 are currently being negotiated. These projects were based on overlapping thematic project units and emphasized the fact that both cities' cultures had been formed by their deep multi-cultural nature. Examples

stated were the Week of Slovak Culture in Marseille, the opening ceremony and the FRAC Marseille in Košice. Moreover, Košice 2013 has maintained close contact with Embassies and Cultural Institutes in Slovakia EUNIC.

One of the most important parts of Košice 2013 is the focus on the creative industries. This had involved identifying such industries by means of mapping, searching for potential, evaluation, and supporting its infrastructure, local activities, networking, export and education. It also entailed maintaining partnerships with universities at the local level, with Coalition 2013+ and the Creative Industry Forum at the national level, and with the European Center for Creative Economy, European Creative Business Network, British Council at the EU level.

The delegation explained the role of the SPOTs (conversion of unused heat exchanger stations located in suburbs into participatory cultural centres called SPOTs) in civic participation and community development to illustrate the criterion “city and citizens”. In 2011 more than 180 events had already been realised within the SPOTs project. The main goal is that citizens learn how to initiate cultural cooperation. Every SPOT has its own community that decides on the programme. This project would increase the quality of public space and involve citizens in cultural life. Moreover, cooperation with primary and secondary schools, universities and cultural operators would be fostered.

Concerning minorities (and particularly Roma), the delegation emphasized that its strategic line *Open Public Space* was expected to involve minorities and, moreover, that the culture programme also included specific events concentrating on Roma culture. The City already organised more than 30 events with Roma participations. For this engagement Košice received the prize of the British Council for multicultural dialogue. According to the delegation, Kosice 2013 is doing its best to integrate Roma in their programme.

Concerning communication, according to a survey 75% of the Košice population were already aware of about the European Capital of Culture project. The delegation stressed that the city would not only concentrate on its citizens, but also address international target groups, in order to maximize the impact of tourism in the city. For this purpose, it had set up various partnerships, for example with the Slovak Tourist Board. The budget for the communication and marketing strategy had increased from 565.000 EUR over the 2009-2011 period to 1.298.000 EUR in 2012 and 1.660.000 EUR in 2013.

The delegation strongly believed that the Košice 2013 project will be successful. It sees the label “European Capital of Culture” as a huge opportunity for the country and hopes that the ECOC year will push forward not only the city but also the country. The Mayor specified that cooperation with some partners of Coalition 2013+ were already planned to continue beyond the year in order to guarantee the legacy of the event.

In the course of the following months, Košice 2013 would nominate a person responsible for fostering the relationship with the private sector and finding new potential sponsors so that the development into a creative university city continues after the ECOC year.

3.2. Marseilles-Provence 2013

Some changes had occurred at the top level of the organisational structure of Marseilles-Provence 2013 (MP2013) since the first monitoring meeting: Bernard Latarjet decided to step down from his position as Managing Director in 2011 and became the Adviser to the President and the new Managing Director, namely Jean-François Chougnet. The delegation specified that the organisational structure was composed of nearly 100 people.

Concerning the geographical scope, the final situation was described as follows:

Toulon Provence Méditerranée had decided to withdraw from the project. The result is a drop in income of nearly 7 millions EUR. Aix-en-Provence, however, confirmed its commitment by the end of January 2011 and became a member of Marseille-Provence 2013. MP2013 maintains its relations to its partners through regular meetings in order to coordinate the programme for 2013 and ensure continuous contact and discussion. The team intends to strengthen these partnerships to improve the cooperation further in the long term.

The delegation mentioned that the final budget for the preparation of the event (over the 2009 -2013 years) was 90 millions EUR (it was planned to be 98 millions EUR at selection stage but decreased due to the withdrawal of Toulon, inter alia). This entire budget would be spent on operating expenditure as MP2013 was not in charge of infrastructure investments (it was the role of the local authorities). 67,5% of the budget was set aside for the programme, 11,35% for promotion and marketing, and 21,15% for organisation. The delegation specified that the target for sponsoring of 16,5% of the total budget had been reached.

More than 80 millions EUR will be spent on new cultural institutions that will deeply change the city image. The major infrastructure projects are the Musée des Civilisations de l'Europe et de la Méditerranée (MUCEM), the Silo, the Friche de la Belle de Mai, the Cité des arts de la rue, and Fondation Vasarely-Aix. With the exception of one project (J1), the infrastructures will be financed and managed outside of MP2013.

The programme was initially based on the two main axes "Sharing the South" for the Euro-Mediterranean dimension, and "The Radiant City" for the local dimension. On 19 January 2012, the provisional programme was presented chronologically with projects forming part of three "episodes". The main axes are, however, present in all projects, but due to the positioning of Marseille, it was decided to present "Sharing the South" as the main axis underlying the provisional programme.

Episode 1 (January to May 2013) runs under the theme "Marseille Provence, welcoming the world" and focuses on the regional traditions of hospitality, cosmopolitanism and relationships with others. It showcases new forms of cultural expression taking over towns and cities. The project *This is (not) music* is an example of this episode.

Episode 2 (June to August 2013) is named "Marseille-Provence, open sky". It will take place during summer and gives pride of place to nature, walking trails and outdoor shows as well as to concerts in original locations. The project *Le grand atelier du midi* can be listed as an example where more than 300 000 visitors are expected.

Episode 3 (September to December 2013) runs under "Marseille Provence, one thousand faces" and focuses on art, living together in public spaces, contemporary writing, compositions for younger audiences and some of the Mediterranean's most renowned artists and philosophers, such as Albert Camus to whom the exhibition "Camus, the stranger who is one of us" will be dedicated.

Each season focuses on specific cultural events as "zooms". As an example, the zoom of season 1 will be on circus.

The Euro-Mediterranean Ateliers programme is the flagship project of MP2013. Its main subject is Euro Mediterranean cooperation and it started already before the final selection of Marseilles as the French ECOC 2013. 50 ateliers instead of 200 initially announced shall be realised in order to ensure high artistic quality and reasonable budgets.

The delegation emphasized that each of the projects included in the programme (400 projects had already been fixed so far) had to be decided by the board of Marseille-Provence 2013, although roughly 40% were designed and carried out directly by MP2013 and 60% by its partners.

The delegation stressed that from the beginning of the bid it was decided that the European dimension had to be present in each event, project or workshops, etc instead of being concentrated in a few projects. Moreover, Marseille-Provence 2013 has a double European and Mediterranean focus which underlies most projects. Following the Panel's recommendations after the first monitoring meeting MP2013 strengthened the European dimension of its programme with respect to both the content and the participants' origins by involving European artists in most projects, collaborating with European cultural institutions, and exploring European themes. Moreover, the European dimension lies not only in the programme but also in the attracted audience. MP2013 intends to increase the number of visitors and encourages current visitors to attend the European Capital of Culture events. Its communication and tourism promotion plans have wide European dimensions.

Special attention is paid to the "popular participation", in particular to the participation of citizens of disadvantaged districts. 28% of Marseille's population live under the poverty threshold. Therefore, the team is aiming at reaching these citizens by specifically encouraging them to attend events and by having artists working in these districts on a long-term basis.

MP2013 created a specific team for the "City and Citizen" dimension. Three different kinds of participation projects can be distinguished:

1. Participative programmes, for example the Creative Urban Projects programme that targets the development of artistic initiatives questioning, improving or changing everyday environments,
2. Projects with a participative element, for example workshops based on the theme "Form and Colours" that will build on practical activities in schools or the GR2013 hiking trail of 280 km that involves the local populations in the development process and that will leave a permanent trace of Marseille-Provence 2013 in the region,

3. Actions for specific audiences, as for example the “Hip-Hop Convict in Prison” project.

Since the last meeting in 2010, the logo and visual identity of MP 2013 has finally been stabilized and disseminated. The delegation explained that given the high number of major events in Europe in the summer of 2012 (e.g national elections, Olympics2012) autumn 2012 would be more appropriate for communicating efficiently about the event than earlier in the year. That is why the team would focus on the communication strategy from September 2012 onwards. .

The delegation specified that the budget for communication and marketing was secured and represented 11% of the total budget. The delegation doubted having difficulties in promoting the event as they see Marseille as an upcoming city easy to communicate. A lot of press articles have already been released about the event, demonstrating the wide press coverage.

Concerning legacy, the delegation specified that, if the programme succeeds, parts of it would continue beyond the year, following the example of Lille 2004- and its Lille 3000 programme.

MP2013 established an evaluation committee in autumn last year. The mission of this committee is first to decide on core themes of the evaluation. The next step (planned to take place in June 2012) consists in selecting an evaluation team before starting the evaluation process itself.

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. Košice 2013

The panel highly appreciated the hard work and progress achieved by the Košice 2013 team since the first monitoring meeting. It was impressed by the strong involvement of the local authorities and the consistency and team spirit between the members of the governance structure.

The panel recalled the risk noted at the previous monitoring meeting that new buildings could not be funded and finalised on time. However, it was re-assured that the delegation delivered positive news on renovations of existing buildings into cultural spaces.

Another positive asset of Košice 2013 was the close cooperation with Coalition 2013+ which has brought huge help for many aspects of the preparation of the event and will be important in the legacy process

Regarding the European dimension, the panel welcomed the very good set up of European linkages which are under way. However, the panel explained that it would like

to see more evidence of the European dimension of the programme in the city itself and of people participating in the event.

It stressed that the cities bearing the European Capital of Culture title had to contribute to the visibility of the European Union and reminded that the title had to appear clearly in any communication material (website and printed) of Košice 2013 as an EU initiative (through the ECOC logo provided by the EU etc.).

The panel recommended that Košice put more focus on the legacy of the year by earmarking money and setting up a strategy for "the day after", keeping the team's unity as well as coherent communication and arranging regular meetings for the next three years in order to succeed in changing the city's image.

The panel noted some weaknesses in the involvement of the local population and artists in the event. It emphasized the major importance of citizens' participation; the population might have a negative attitude towards the European Union which could be turned around through enhanced engagement with a key EU programme. It recalled that the team needed to keep in mind that the Košice 2013 project was a unique opportunity to attract new audiences.

The panel was impressed by the programme, while recommending not to forget the post Second World War history of the city.

The panel sought, and received, reassurance that the major private sector contribution from US, welcome as it is, would not become an overt marketing exercise for US Steel rather than a corporate social responsibility project.

The panel welcomed the focus on the neighbouring countries in the EU's eastern partnership. They acknowledged the problems in developing projects with the cultural sector in Belarus and suggested contact with the Free Theatre of Belarus.

The panel suggested the team make contact with the Council of Europe's Cultural Routes project to enhance the planned cultural tourism routes.

The panel was re-assured that the Ministry of Culture's project funding was secured whilst recognising that detailed decisions will not be made until early 2013.

The panel encouraged the delegation to continue its work on the SPOTs project as this was a good start to develop creativity outside of traditional structures and involve the citizens in their communities. The panel also suggested using the current publicity to get writer Marai's most famous works translated into additional European languages. The team could try to obtain financial support by the EU Culture programme for literary translation.

4.2 Marseilles-Provence 2013

The panel acknowledged the considerable progress in terms of development of the cultural programme achieved since the first monitoring meeting. It felt that it was going to be a tremendous year of cultural activities over the territory of the event. However, it noted that a lot of cultural events planned in the framework of the programme would

relate to "high culture" and recommended to find a balance with more participatory and "fun" events. More generally, the panel stressed the importance of focusing on citizens and their engagement, and not only on citizens as audience.

The question of the integration of the entire territory of the event, including ethnic minorities, was also raised as an important stake for the success of the event. The panel welcomed focus on the 25% of the city population of French citizens with a non-European heritage but concerned that it appeared that no members of the various ECOC management committees came from these communities. It also recommended a review of event pricing to ensure that there is a greater opportunity for access to the ECOC events (not just those aimed at minorities) by all communities. The ECOC is an opportunity to engage as more than audiences and to break down barriers.

The panel was disappointed that no member of the city and regional administrations was part of the delegation. This raised questions about the management of the legacy of the ECOC (excluding the impact of the major new cultural buildings which would have happened anyway). The panel noted the efforts being made by the ECOC team to ensure an active legacy and to learn of a possible "Marseilles 3000" programme.

The original bid for the ECOC laid great stress on its "Euro-Mediterranean" focus. The developments of the Arab revolutions have given a greater urgency to work with north African cultural partners. The draft programme includes artists from the southern Mediterranean as well as exiled artists in Europe. The panel recommended the ECOC team maintain flexibility in programming and funding to be able to integrate further artists projects from the southern Mediterranean shores.

The panel noted the steps for the evaluation of the ECOC and asked that the core objectives of the ECOC itself (see below), be explicitly included in the evaluation as well as local requirements.

The panel recalled that the ECOC is an opportunity to promote European values; in particular, all Capitals are expected to display the ECOC logo provided by the EU on all communication material, including websites, in a prominent way to highlight that the ECOC is an EU initiative.

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:

