

**REPORT
FOR THE FIRST MONITORING AND
ADVISORY MEETING
FOR THE EUROPEAN CAPITALS OF
CULTURE 2015**

**Issued by
The Monitoring and Advisory Panel for the European
Capital of Culture (ECOC) 2015**

November 2012

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This is the report of the first Monitoring and Advisory meeting of the European Capital of Culture Panel. The meeting concerned the 2015 European Capitals of Culture, namely Plzeň (Czech Republic) and Mons (Belgium). It took place on 14 November 2012.

1. BACKGROUND

1.1. The European Capital of Culture designation and monitoring

The European Capitals of Culture (ECOC) initiative, a major European Union cultural 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.

As from the 2013 Capitals, cities are selected by the procedure laid down in European Parliament and Council Decision establishing a Community action for the European Capital of Culture for the years 2007 to 2019 (Decision 1622/2006/EC).

The Monitoring and Advisory Panel is comprised of 7 members designated by the European Institutions. 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 2015 title, the first monitoring meeting took place on 14 November 2012 and the second one will take place in spring 2014.

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 in principle 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, in principle, be awarded three months before the start of the relevant year if the necessary conditions are met. It will be awarded from the future Creative Europe Programme, subject to this Programme being adopted by the legislative authority. The requirements for the award of the prize are mentioned in section 5 below.

In addition to the formal monitoring meetings specified above, the European Commission invited the 2015 European Capitals of Culture to meet with the monitoring and advisory panel on an informal and voluntary basis six months after their formal designation.

The aim of this "post designation" meeting was to assist the organising teams and provide them with constructive advice in order to help them make the most of the preparation time ahead of them and to benefit from the experience of past Capitals. The Panel did not issue formal recommendations but rather gave guidance and advice.

At the first monitoring meeting the cities were invited to present the progress achieved so far in the preparation of the event and to respond to questions from the Panel members.

1.2. Plzeň and Mons as 2015 European Capitals of Culture

The Czech Republic and Belgium were the two Member States entitled to host the European Capital of Culture event in 2015.

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

At pre-selection stage (approximately 5 years before the year) a Panel of independent experts in the cultural field (the "Selection Panel") met to assess the initial proposals against the criteria and to issue a short-list of cities. The short-listed cities were invited to submit more detailed applications. At final selection stage (approximately 9 months after the pre-selection meeting) the Selection Panel met to assess the final proposals against the criteria and to recommend one city per Member State for the title.

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

The final selection meetings in Prague and Brussels took place respectively in September 2010 and February 2010 and the Panel recommended Plzeň and Mons for the 2015 title. Consequently, Czech Republic and Belgium nominated respectively Plzeň and Mons and notified the European Parliament, the Council, the Commission and the Committee of the Regions by spring and autumn 2010.

The Commission then submitted to the Council a recommendation for the official designation of these two cities. Consequently, on 19 May 2011 and 18 November 2010, the EU Council of Ministers designated respectively Plzeň and Mons as the 2015 European Capitals of Culture.

1.3. European Capitals of Culture 2015: Remarks made by the Selection Panel

This section specifies the recommendations issued by the Selection Panel in September and February 2010¹ regarding progress to be made and work to be carried out in advance of 2015 by the two European Capitals of Culture for that year.

1.3.1. Plzeň

The Panel had set out the following recommendations to Plzeň regarding progress to be made and work to be carried out in advance of 2015:

- The Selection Panel congratulates Plzeň for winning the competition and reminds it of the commitments the city made and which should be delivered (for example the new theatre complex).
- The Selection Panel underlines the great importance of the Světovar and Techmania projects.
- The Selection Panel believes that the private sector contribution to the project is rather low in light of the number of companies operating in Plzeň and that they should be more ambitious in this regard.

¹ http://ec.europa.eu/culture/our-programmes-and-actions/capitals/future-capitals_en.htm

- The Selection Panel reminds the City of its promise, that if in the course of the preparation for 2015 the general economic situation improves, the programme will grow.
- The Selection Panel highlights the fact that the City committed itself to investing in the training of more and better qualified cultural managers.
- The Selection Panel recommends an increase in the marketing and communication budget to ensure a genuinely European impact of the project. The Selection Panel is not convinced that the existing budget will be sufficient.
- The Selection Panel expects the planned exchanges with the city of Mons and joint projects to materialise.
- The Selection Panel reminds the city that they have an ambitious and costly programme and hopes that it will be realised in the planned scope and developed in the future.
- The Selection Panel stresses the importance of maintaining the good balance between the Board and the City (Council and Councillors), its long term strategy and cultural policy on one hand, and the project management and its artistic vision on the other.
- The Selection Panel will check that this balance will not be challenged by any possible change in political configurations in the forthcoming years and that the project will be completed within the currently proposed scope.
- The Selection Panel hopes that Plzeň will co-operate with Ostrava in joint projects in the future.
- The Selection Panel stresses the importance of displaying the official logo of the European Capital of Culture title on communication material regarding the event.
- The Selection Panel further emphasises that the award of the Melina Mercouri Prize by the European Commission is not automatic as a result of winning the title.
- The city will have to deserve the prize by meeting all its commitments stated in the project while taking into account the comments of the Selection and Monitoring Panels.

1.3.2. Mons

The Panel had set out the following recommendations to Mons regarding progress to be made and works to be carried out in advance of 2015:

- The dimension of culture and democracy should be maintained in schools even if the experience made is not mentioned in the programme.
- The links with the local SHAPE community should be better developed.
- The multicultural aspect, the participation of socially disadvantaged groups, and the environmental impact should continue to be emphasised.
- The process of calls for artists should be as transparent as possible. All the artistic dimensions should be as visible as possible.
- Mons's bid enjoys very strong commitment from all political authorities. It also enjoys support from the local economic, social and cultural actors. The funding plan seems to be solid. This political commitment and financial support are fundamental guarantees for the success of the event. It is crucial that all partners involved maintain a strong political and financial commitment to the project throughout the entire period of preparation and during the year 2015 itself.

- The Panel has some interrogations, however, about the timing of the funding indicated in the bid, namely the proposal to spend only 10% of its budget each year until 2012. As the preparatory years for the event are so important, the Panel recommended building up its spending earlier.
- The autonomy of artistic choices should be guaranteed.
- The mayor's clear indication that the political authorities were committed to respecting artistic independence was strongly welcomed by the Panel, for whom this element would be very important throughout the preparation period.
- The European dimension of the programme should go beyond networking and be further developed on the basis of the themes put forward. The highlighting of Europe's cultural diversity should also be deepened. Contacts with other countries of the Union will have to be developed and lasting partnerships established.
- Regarding the “city and citizens” criterion, the project of Mons seems exemplary due to the strong involvement of its inhabitants. It will be necessary to maintain and continue this fundamental element in order to ensure the success of the project.

1.4. The Monitoring and Advisory Panel

The Monitoring and Advisory Panel for the meeting was composed of the following members:

- Mr Manfred Gaulhofer and Sir Jeremy Isaacs, appointed by the Commission for the 2011-2013 period;
- Mr Steve Green and Mr Jordi Pardo, appointed by the European Parliament for the 2012-2014 period (Decision of EP Conference of Presidents of 12 May 2011);
- Ms Erna Hennicot-Schoepges and Mr Constantin Chiriac, appointed by the Culture Council for the 2010-2012 period;
- Ms Elizabeth Vitouch, appointed by the Committee of the Regions for the 2010-2012 period.

The Panel was chaired by Mr Manfred Gaulhofer.

2. FIRST MEETING OF THE MONITORING AND ADVISORY PANEL IN BRUSSELS, 14 NOVEMBER 2012

2.1. Organisation of the meeting

In preparation for the meeting both of the European Capitals of Culture 2015, Plzeň and Mons, submitted progress reports. These included responses to a monitoring questionnaire from the Commission which asked, inter alia, for a report on progress on the issues raised by the Selection Panel.

Each city in turn gave a presentation to the Panel and responded to questions. The Panel then, in a closed session, discussed the progress and agreed on the outlines of this report.

The delegations of the 2015 European Capitals of Culture were composed as follows:

2.1.1. The Plzeň 2015 delegation

- Mr. Martin Baxa, Mayor
 - Mr. Martin Zrzavecký, Deputy Mayor
 - Ms. Helena Knížová, Director, Public Service Office
 - Mr. Tomáš Froyda, Director
 - Mr. Petr Forman, Artistic Director
 - Ms. Šárka Havlíčková, Programme Director
 - Ms. Adriana Krásová, International Relations Manager
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- Ms. Petra Smolíková, Deputy Director of the Office of the Ministry of Culture: observer to the meeting, in accordance with Article 10.2 of Decision 1622/2006/EC.

2.1.2. The Mons 2015 delegation

- Marc Barvais, Mayor (ff).
 - Yves Vasseur, Commissioner
 - Gilles Mahieu, Administrator supervisor
 - Pascal Keiser, New Technologies
 - Anne-Sophie Charle, Deputy coordinator
 - Emmanuel Vinchon, Consultant for territory strategy
 - Caroline Kadziola, Communication
 - Marie Noble, Executive manager
 - Charlotte Jacquet, Head of projects
 - Laure Houben, Coordinator for territory
-
- Ms. Catherine Stilmant, Inspector at the Directorate General for Culture of the Ministry of the Federation Wallonie-Bruxelles: observer to the meeting, in accordance with Article 10.2 of Decision 1622/2006/EC.

The following were in attendance as observers from the European Commission: Ann Branch (Head of Unit – Culture Programme and Actions), Sylvain Pasqua, Vincent Lagarre and Antonio Farrauto (Culture Programme and Actions Unit).

3. SUMMARY OF THE PRESENTATION OF THE 2015 ECOC AND QUESTION/ANSWER SESSIONS

3.1. Plzeň 2015

As an introduction the delegation provided the Panel with an overview of the activities undertaken in 2012. Plzeň 2015, o.p.s. (the Foundation) organised and took part in cultural events including the opening ceremony of Světovar 2012, the Melina Mercouri Day, the Bus 2015 unveiling, the opening of the Plzeň Icons 2012 exhibition, the opening of the University of West Bohemia's new Institute of Art and Design building in Plzeň and the forum for a creative Plzeň.

The delegation also referred to the visit by the Chair of the Panel and a representative of the European Commission in March and reported the Foundation had taken into account the recommendations made at the meeting.

The delegation presented the communication and marketing activities of the Foundation in 2012 including the definition and use of a unified visual style including the use of a unique logo both by the city of Plzeň and the Foundation. The delegation also stressed the strategic communications aim for the remainder of 2012 and that all next year is to convince the residents of Plzeň of the benefits the project brings.

With regard to finance, the delegation detailed its activities and goals for 2013: to negotiate and meet with the government of the region, to involve as many ministries as possible, to strengthen fundraising activities, reinforce the cooperation with sponsors including the setting up of a business club involving the Mayor.

By the date of the meeting, the delegation confirmed a budget of € 20 million to cover operating expenditures. The delegation confirmed that this budget was secured up to this amount except for the conditional € 1,5 million Melina Mercouri prize to be awarded by the EU at the end of 2014. The delegation assured this budget was a minimum amount and that they hoped to secure additional public and private funds. To make sure that a good dialogue with other public authorities could take place, the Mayor had set up an ECOC Project Council. This board was intended to improve dialogue and communication, but would respect the artistic independence necessary to produce a credible cultural programme for the year.

The capital expenditure will cover most of the infrastructure projects included in the original bid of the city e.g. the new theatre building, the revitalisation of the former Světovar brewery into the 4x4 Cultural Factory, the Sports and Relaxation Centre in Štrunc Park, and the Techmania Science Centre. The West Bohemian Gallery would not be ready for the event.

M. Forman, the new artistic director appointed on 1st November 2011, gave insights into his artistic vision. He confirmed that he would be continuing the programme in the bidding document, and to complement it with the experience he had acquired travelling with his own theatre company all over Europe and would like to bring the inspiration, the cultures and traditions coming from other areas of Europe into the project. This approach had led to the definition of three new project slogans-tags under the overall slogan "Plzeň - open-up" that would be maintained: "We're learning - We're being inspired - We're helping each other". He would be focusing in particular on putting together the flagship projects. He also stressed he did not wish to "import" existing productions from other parts of Europe, but to rather allow for a more bottom up process, but which could take more time.

However, the delegation recognized the need for a clear and concrete artistic programme to be defined by the end of 2013. Beyond the timely preparation of the event, a strong artistic programme was crucial to enable the Foundation to attract more private sponsors, who were naturally wary whilst the programme was still not sufficiently clearly defined, and Mr Froyda, the Foundation's director, indicated that the flagship projects had to be ready by mid-2013.

The delegation mentioned also the creation of an International Arts Council in charge of the selection of the projects. This Council would be composed of ten international respected figures with Czech nationality, who had many contacts at international level and represented all cultural disciplines. Large scale projects would be selected by the Council through three calls for proposals to be launched in 2013.

As far as citizens were concerned, the delegation agreed on the need for further work to engage all of them even if some initiatives like the Melina Mercouri day had already contributed to raising awareness.

Concerning the European and international dimension of the project, the delegation pointed out that the artist's residency scheme had been already started being implemented and discussions for further partnerships with Swiss and German counterparts were underway.

3.2. Mons 2015

The delegation highlighted how culture was embedded into the overall strategy of the city for the development of tourism and insisted that the city and the Foundation for Mons 2015 were working in close cooperation on the basis of quarterly working sessions. The delegation also gave assurances to the Panel about the capacity of the city to welcome visitors.

The strategy of the city for tourism had been developed since 2001 along two main lines: one is business, and the other is arts and culture. With a view to using the title as an opportunity to strengthen the position of Mons as a place of culture, the city would work further in four fields of action over the coming months: create a centrally located office for culture where visitors could buy tickets for the events, develop an international marketing strategy, implement international communication and invest in infrastructure such as the new train station. Progress was being made on the cultural infrastructure projects including the renovation of a house Van Gogh lived in.

The delegation also provided the jury with feedback on the international press conference organised on 8 November 2012 where the commissioners in charge of the flagship exhibitions in 2015 outlined the content of each exhibition: Van Gogh, Verlaine, Saint Georges, a contemporary art exhibition and two exhibitions on technologies would be at the heart of this part of the artistic programme. The delegation stressed the press conference was a first step in the communication strategy bringing to the fore the most attractive events for foreign tourists. However, the delegation assured the Panel that they would seek to strike a good balance between high profile and popular events.

A campaign targeting potential private sponsors had been launched aiming at bringing together 2015 local and regional enterprises. The delegation considered Mons 2015 should bring an economic boost to the entire region to mobilise the business world.

To that end a local and regional enterprises club with a view to bringing together 2015 enterprises has been set up. The idea of setting up a Mons 2015 Enterprises Club is to foster a dialogue with the local economic sector. The right to join the club was intentionally democratic (250 Euros per year for 4 years) in order to allow as many enterprises as possible, irrespective of their size, to support the project. The objective is to reach a symbolic amount of € 2,015 million by 2015 (2015 enterprises at 1,000 Euros), similar to the contribution of a major sponsor. The members of the club would meet at annual gala evenings. Specific information would also be provided to them regarding 2015 via a space on the website dedicated to them and a newsletter soon to be set up.

The delegation unveiled the strategy to engage citizens before, during and after 2015. The city had been precisely mapped including the 19 districts forming the region of Mons and the neighbouring area of the Borinage which would be a priority zone for the

implementation of some 200 territory projects. Thus the focus is clearly put on neighbourhood including, community centres, families and schools. Particular attention would be paid to young audiences including in the framework of the initiative "20 years old in 2015".

Beyond citizens' engagement, the Foundation Mons 2015 recognized that some work still remained to further involve artists. The inaugural exhibition addressing the relationships between art and technology would be an occasion to do so even if the shape and scope of the event were currently not well defined. In a nutshell, the central theme of the exhibition would be connectivity, the manner in which it changes the act of creation, but also and especially the works created, the relationship with the region, the relationship with the public and the artist/public relationship.

As for the European dimension of the project, the delegation gave an overview of the contacts established with other European cities and of the projects involving European partners such as the "Weekend en Folie" concept which would enable at least 8 European cities to present their most innovative artistic initiatives over a few days using the entire infrastructure system. The delegation also recalled that the exhibition about Saint Georges would be the opportunity to explain how one single myth spread all across Europe and was interpreted in so many different ways by European artists and by doing so underlined both the common European heritage and cultural diversity. The exhibitions on Van Gogh and Verlaine were also intended to contribute to the European dimension of the programme by putting the spotlight on these two well-known artists who had lived in different European countries.

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. Plzeň 2015

The Panel takes note of the work undertaken by the core team in the Foundation since the selection of Plzeň as European capital of culture for 2015. At the same time, the Panel notes that a very great deal still remains to be done in the short period of time until the beginning of 2015.

The Panel is concerned that the project is lacking sufficient senior management involvement regarding both the overall management aspects and the implementation of the artistic programme. Past experience showed that two full-time senior managers are necessary (a general director and an artistic director) and urges Plzeň 2015, o.p.s. to re-examine its senior management staffing. Furthermore, the Panel felt the need to strengthen as early as possible middle-level management beginning with filling key positions with staff meeting the right profiles. Beyond leadership and staffing issues, the Panel was not convinced from Plzeň's monitoring report that the Foundation was really working as an effective team and recalls the importance for the Foundation to work as a team.

The Panel is concerned about the fact that only a part of the recommendations made by the Chair during his visit to Plzeň in March have been followed by the Foundation so far and urges Plzeň 2015 to revisit all the issues discussed at the meeting.

The Panel also feels that communication and engagement with the outside world (e.g. public authorities, local artists and civil society including schools) needs strengthening. Whilst artistic independence is important, this must be reconciled with good and continual dialogue with these different stakeholders in order to explain the aims, the programme, and to gain local support. This is not a one-way public relations activity but a genuine activity to engage with citizens and stakeholders in partnerships. This is important to help carry through the project effectively, including ensuring a legacy and a sense of ownership locally in the city. The Panel would like to be informed who in the Foundation is responsible for this kind of communication with all relevant departments of the city administration (such as those in charge of culture, education, city planning, tourism or economic development etc.), the local cultural sector, civil society and the regional authorities, including how the Foundation will proceed with this kind of dialogue.

With the beginning of 2015 fast approaching, the Panel strongly recommends Plzeň 2015, o.p.s. to come up with a first draft of the artistic programme as soon as possible, including the flagship projects, which the Foundation indicated must be ready by July 2013. The Panel would also like to see the intended legacy of Plzeň 2015 reflected in the artistic programme.

The Panel voices its concern regarding the relatively low budget, but takes note that Plzeň considers that funding is secured up to € 18,5 million, confirming that this is the real minimum, with a potential additional amount of € 1,5 million coming from the award of the Melina Mercouri prize. In this respect, the Panel recalls that the award of the prize is not automatic but subject to the capacity of Plzeň 2015 to deliver the artistic programme proposed in the original application and meeting its other commitments and following the recommendations of the Selection and Monitoring and Advisory Panels.

Regarding funding by the Region, the Panel is concerned by the low financial support coming from the Region despite the Region's involvement in the bid. Now that the regional elections were out of the way, Plzeň 2015 should do their utmost to get more funding support from the Region.

The panel noted with regret that it appears that the national government will not increase its contribution, citing its economic austerity programme. The Panel nonetheless supports Plzeň in its attempts to seek additional national funding as previous experience has shown that the benefits of an ECoC reflect on the country as well as the city.

Better relationships with the Region would also help Plzeň 2015 getting additional funding from the EU Structural Funds. The Panel strongly recommends Plzeň 2015 to liaise with other European Capitals of Culture that were successful in raising considerable structural fund money (as, e.g. Košice) in order to exchange experience and to learn from best practice.

The Panel also urges Plzeň 2015 to work further for the development of a strong sponsorship strategy and to talk to other European Capitals of Culture about their strategies.

The Panel wishes to be informed of any changes in the budget, reductions as well as increases, as it will have a significant impact on the preparation of the year.

The Panel is surprised that more has not been done to so far advance with the cooperation with Mons, as the city can be a valuable learning partner (in particular regarding private sponsorship and citizens' participation), in addition to the need to implement some joint projects, and expects to see further progress in this regard at its next meeting.

The Panel recalls the need to ensure that the EU European Capitals of Culture logo is clearly displayed on all external communication material (print and on-line).

At this stage, the Panel is not yet reassured that the two principal criteria for the ECoC programme (European dimension and citizens' engagement) are being met by Plzeň 2015. The Panel reminds Plzeň 2015 that the award of the Melina Mercouri Prize is not automatic, but is conditional upon the city meeting its commitments, respecting the criteria of the ECoC programme, and following the recommendations of the Selection and Monitoring and Advisory Panels.

The Panel draws the attention of Plzeň 2015 to the urgency of implementing its recommendations. In this respect, the Panel would like to be updated by 15 February 2013 with:

- a proper time-line for the organisation of the work and key milestones until 2015 (e.g. announcement of flagship projects, key projects from each category, communication strategy, etc),
- confirmation that the € 18,5 million budget is indeed secured and steps made vis-à-vis the Region to obtain further funding,
- progress made towards ensuring appropriate full-time leadership and staffing levels and team working,
- an indication of the persons responsible for communication with public authorities, the local cultural sector, local civil society and the regional authorities and steps to communicate more effectively with these stakeholders.

This update should be sent to the European Commission, which will forward it to the Panel members. Depending on the analysis of this update, the Panel may send one of the members for another on-the-spot visit, along with an official from the European Commission.

4.2. Mons 2015

The Panel is impressed by the efficient work of the team and its achievements since the selection of Mons as European Capital of Culture, including the early strategy of already announcing the flagship projects, providing a very good basis for further work and communication.

However, the Panel had some concerns about the involvement of local artists and will pay close attention at the next monitoring meeting to the projects developed to engage with them.

The Panel has no doubt about the artistic independence and is convinced that the implementation of the artistic programme is on the right track. However, the Panel recalls that the motto of the winning bid was "where culture meets technology" and would like

to be sure that the concept remains at the heart of the artistic programme. This is reinforced by the city's general strategy of attracting hi-tech and innovative industries to the area. The ECoC 2015 provides an excellent opportunity of a very digitally oriented programme so that events (and not just the tourist offer) can be streamed to citizens across Europe and beyond. This would go some way to balance the contemporary with the heritage of Van Gogh and Verlaine.

The Panel appreciates the close relationships between the Foundation Mons 2015 and the city. The Panel is pleased to notice the involvement of the city in the process but would like to be updated at the next meeting by the city as to how exactly it is embedding the event as part of a long-term strategy for the development of the city. At the same time, the Panel is concerned by the absence of funding after 2015 as it considers the experience and skills of the Foundation Mons 2015 as essential to address legacy issues. Experience has shown that maintaining both the momentum and some team members is an effective determinant of a successful legacy.

The Panel welcomes the initiatives of Mons 2015 to keep citizens informed and to engage them in the implementation of the project and particularly appreciates the focus on young people.

Concerning the European dimension, the Panel reiterates the recommendation made at the selection stage and encourages the Foundation Mons 2015 to go beyond importing other European arts and networking. The Panel would expect to see the development of European issues and challenges in the next iteration of the programme. The Panel was pleased to note that links have been re-established with Plzeň and looks forward to seeing common projects. It also recalls that communicating the European dimension should be an inherent part of their communication, including as a way to further kindle the interest of and attract citizens from all over Europe during the title-year and beyond.

The Panel recalls the need to ensure that the EU European Capitals of Culture logo is clearly displayed on any communication material about the event prior to and during the year.

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 and shall be awarded, in principle, three months before the start of the relevant year. It will, in principle, be financed by the European Union's future Creative Europe Programme, subject to its adoption by the legislative authority.

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.

The Panel will pay the utmost attention to the way both cities will fulfil their commitments made at selection stage and comply with the Panel's recommendations.

The Panel

Manfred Gaulhofer	signed
Sir Jeremy Isaacs	signed
Steve Green	signed
Constantin Chiriac	signed
Erna Hennicot Schoepges	signed
Elizabeth Vitouch	signed
Jordi Pardo	signed