

# **Designation of a European Capital of Culture for 2016 in Spain**

## **Selection Panel**

**Pre-selection report Spain**

**Madrid**

**27<sup>th</sup>, 28<sup>th</sup> and 30<sup>th</sup> September 2010**

In accordance with the Annex of the Decision 1622/2006/EC of the European Parliament and the Council of 24 October 2006 establishing a Community action for the European Capital of Culture event for the years 2007 to 2019 (hereinafter referred as “the Decision”), Spain is entitled to host a European Capital of Culture in 2016. The managing authority of the ECOC competition in Spain is the Ministry of Culture. The procedure for implementing this Decision in Spain was set out in the Rules of procedure adopted by the Minister of Culture of Spain on 11 September 2009.

In accordance with the Decision and the Rules of procedure, the Ministry is responsible for the organisation of the national competition, designation of national experts, organisation of the pre-selection and selection meetings, visits to the cities and it shall also liaise with the European Commission when necessary.

The selection panel was appointed by the Ministerial Decree CUL/16622/2010 of 7th June, published on 22 June 2010.

According to article 7 of the Decision establishing the first phase of the selection called “Pre-selection”, a selection panel must examine the applications in accordance with the criteria set out in article 4 herein, agree on a shortlist of cities to be examined in greater depth and produce a report.

The following cities submitted an application for the title of European Capital of Culture for the year 2016 within a fixed deadline (12 July 2010) as well as all documents requested by the Ministry : Alcalá de Henares, Burgos, Cáceres, Córdoba, Cuenca, Donostia – San Sebastián, Las Palmas de Gran Canaria, Málaga, Murcia, Oviedo, Pamplona, Santander, Segovia, Tarragona and Zaragoza. This number had never been reached by any other country in the history of the European Capital of Culture.

The applications (in Spanish and English) were forwarded to the members of the panel immediately after the closing date for further examination. The Spanish Ministry of Culture invited the panel to a pre-selection meeting, which was held in Madrid on 27, 28 and 30 September 2010. All the thirteen members of the Selection Panel were present - 7 members nominated by the European Institutions and 6 members nominated by the Minister of Culture of Spain.

In accordance with article 6 of the Decision, the panel designated Mr Manfred Gaulhofer as the Chairperson and Mr Emilio Cassinello as the Vice-Chairperson. At the same time, Mr Jordi Pascual was appointed as the rapporteur for the meeting.

The received applications were examined thoroughly. It was clear to the panel that an outstanding effort had been made by the authors to stick to the objectives of the event and the criteria for the cultural programme fixed by Article 4 of the Decision, i.e. the “European Dimension“ and “City and Citizens”.

The cities were all represented at the highest level, by their Mayor.

1 hour was dedicated to each city – 30 minutes for the presentation and 30 minutes for questions and answers. The panel was pleased to note interest and enthusiasm of all fifteen cities to host the event.

## **I/ Presentations of the cities**

### **Alcalá de Henares**

The delegation explained the historical and cultural importance of the city, rooted in heritage and links to Spanish language (Alcalá de Henares is internationally known as the city of Cervantes).

The Mayor explained the project has the support of all the political parties represented in the City council.

The delegation emphasised the importance of the university and the crucial role it would play if the city is appointed as ECoC in 2016.

The delegation explained that the long-term objective of Alcalá de Henares is to seek a long-term development of culture in order to increase the quality of life of citizens.

The delegation explained that Alcalá de Henares seeks the integration of all the citizens, including the immigrants, in a shared urban project.

The delegation explained that the Spanish language, the river Henares and the cultural industries would be key elements of the cultural programme. The ECoC would also attract new tourism to the city.

### **Burgos**

The Mayor explained the city of Burgos (as many cities) faces difficult times, and that new initiatives should emerge. The process to become European Capital of Culture was conceived in Burgos as a way to update the cultural policies. The city has approved a strategic plan on culture, which was elaborated in parallel to the ECoC bid, and culture is clearly recognised as one of the key elements of the long-term strategy of the city.

The delegation proved the involvement of artists and the cultural communities of the city in the elaboration of the bid.

The delegation explained that the motto of the bid is R-evolution, as a way to prove the need to reposition the city within Spain and within Europe, placing culture at the heart of the very much needed transformation.

The programme, acknowledging that the city is mainly known by its heritage, and by some historic facts (the capital of Franco during the Spanish war), plans to critically deal these issues, and to develop new artistic and cultural programmes, reaching the whole citizenry. The programme also develops scientific content, mainly with the museum of human evolution (Atapuerca). The programmes would involve artists from many European countries, and specific links with the cities of Reykjavik, Dundee and Antwerp, as well as the winning Polish city.

The delegation explains that the programme could become a model to transform a medium-size city bringing culture as a central dimension of all urban policies.

## **Cáceres**

The delegation explained the cultural importance of the city within Extremadura and the whole of Spain. It is situated very close to the border of Portugal, and thus the ECoC project takes this fact into account.

Cáceres is a world heritage site that wishes to widen its commitment to culture with innovative cultural projects (for example, the new Visual Arts Centre Helga de Alvear) and the use of new technologies (for example, Extremadura is a pioneer region in the use of open source software and the success of social networks). The bid is seen as a catalyser for the change.

The Mayor explained the project has the support of all the political parties represented in the City council.

The delegation explained that the bid had been elaborated by a team of academics and cultural actors of the city. The delegation also explained that the most important enterprises of Extremadura had expressed its support to the bid.

The delegation explained that the European Capital of Culture project is connected to an urban regeneration project, namely the Ribera del Marco.

The delegation explained that the cultural programme of the ECoC year would have two main axis: "Emperor Charles V" and "Cáceres as a bridge between Europe and Latin America". The programme would also have 4 tools (or cross-cutting elements) and they would be concretised in 20 programmes.

The delegation explained that the "power of embracing" is the main motto of the bid, and coherently, the speakers embraced themselves during the presentation. The animated video showed during the presentation also showed the connection between the power of embracing, the characteristics of Cáceres and Extremadura and the ECoC programme.

## **Córdoba**

The Mayor explained the project has the support of all the political parties represented in the City council, as well as the local Social Council, the Province of Córdoba and the region of Andalusia.

The city has a long tradition of participatory policies, and the project to become the European Capital of Culture has been inclusive. The delegation showed figures demonstrating the popular support to the project.

The delegation stated that Córdoba deserved the title for the very important role the city has played in the history of Europe. The programme emphasises Córdoba as a city from which Europe can learn a lot, because of its focus in tolerance, human rights and respect. The delegation explained that the designation of Córdoba as the European Capital of Culture would be a solid sign for the dialogue of civilisations.

The delegation explained that the European Capital of Culture project is connected to an urban regeneration project in both banks of the Guadalquivir River. The delegation explained the city is being transformed, and many cultural projects are being used to incarnate this transformation.

The delegation explained the project has been built on four main concepts: intercultural dialogue, participation, creative innovation and sustainability. The programme was explained in detail.

The delegation explained the project does not only focus on 2016. Preparatory work began in 2002, and aimed at connecting Córdoba to European cultural networks. The preparation would become more intense if Córdoba is short-listed for the second phase. The bid mentions the will to activate all phases of the cultural process, namely: creation, production, promotion, distribution and consumption.

The project mentions the cultural industries as an engine for the transformation of the city, and especially the southern bank of the river, which is the poorest and needs long-term investment.

The Mayor finished the presentation asking culture to be recognised as a right.

## **Cuenca**

The delegation explained the most important links of the city of Cuenca to the Europe of culture. These links can be traced to the birth of the city. Cuenca is a city with a wonderful natural and cultural heritage. Both elements have been taken into consideration in the process of elaborating the bid for the ECoC.

The bid was elaborated after a sound analysis of the strengths and weaknesses of the city, aiming at convincingly explaining the strengths, and to seize the opportunity given by the ECoC process to introduce changes to struggle against the weaknesses, mainly with the use of creative and cultural industries.

The Mayor explained the project has the support of all the political parties represented in the City council.

The delegation explained that the cultural programme was elaborated as a cultural cartography of the city and is given the name of “Cu-art” which is subdivided in several clusters such as Cu-neighbour, Cu-wood, Cu-kids&seeds, etc. The concepts of intercultural dialogue, participation and sustainable development are at the centre of the project.

## **Donostia – San Sebastián**

The Mayor explained the city of Donostia – San Sebastián had focused the process of the elaboration of the bid on the two main criteria: the “city and citizens” dimension and the European dimension.

The process to become European Capital of Culture is conceived as an opportunity to make a leap forward in the international cultural connections of Donostia – San Sebastián, which are already developed, but that would seize the opportunity of the ECoC to become more robust.

The delegation showed strong evidence of the involvement of artists and the cultural communities of the city in the elaboration of the bid.

The delegation explained that the motto of the bid is “Waves of citizen energy”, with a complementary motto of “Culture for the coexistence”. The programme aims to provide civic cohesion to all citizens, to promote democratic values and to foster the respect for those ideas expressed in peace.

The mayor devoted some time to explain the trouble of terrorism. The delegation included Barbara Durkhop, former member of the European Parliament and widow of Enrique Casas (killed by ETA in 1984). The mayor expressed the will that the process to become an ECoC, and the designation (if the bid is successful), would contribute to healing the wounds associated with terrorism. The mayor recalled that these troubles had been, or are being, suffered by other European cities. The mayor explained that the city (the Council and the civil society) is working in all European and international networks committed to peace and coexistence, in the spirit of mutual learning.

The delegation explained the experience of Donostia – San Sebastián in participating in European projects, and the trans-border character of the city. The delegation provided evidence of the positive outcomes of a multilingual approach to the future of a society.

### **Las Palmas de Gran Canaria**

The delegation explained the city of Las Palmas is characterised by the active participation of citizens in cultural processes, and that the elaboration of the bid had not been an exception.

The delegation explained the bid has the support of all peripheral regions that belong to the European Union. The programme openly tackles the peripheral issue, and makes this fact as one of the main cross-cutting elements in the programme.

The delegation conveyed the openness of Las Palmas to global flows, mainly related to tourism. The programme has been designed to boost the cultural dimension of tourism and to seize the opportunity to widen the possibilities of the multinational communities living in Las Palmas to become active cultural actors.

The delegation explained the programme is based on these five concepts: Creativity, Innovation, Development, Education and Cooperation; that is, CIDEDEC. The delegation explained in detail the cultural programme prepared for the ECoC year, as well as the preparatory programmes starting in 2011 if the city was designated.

The delegation explained the ECoC project is associated with a major urban regeneration process: the Park of Creations. The entire project is conceived to be respectful to the environment and to contribute to sustainable development. The project suggests many ways of using the social networks and the creative industries.

The delegation explained the experience of Las Palmas in organising festivals and large-scale cultural events, as Womad. Furthermore, the delegation explained the city has the suitable infrastructure to become the European Capital of Culture.

The Mayor explained the project has the support of all the political parties represented in the City council.

## **Málaga**

The delegation explained the city of Málaga is already prepared to be the European Capital of Culture. The city has the entire infrastructure needed to host the event. It is very well connected to European and Spanish cities with the airport and the high-speed train.

The Mayor explained the project has the support of all the political parties represented in the City council, and that culture is one of the priorities of the long-term plan for the future of the city.

The delegation explained the will of Málaga (and its surrounding areas) to continue being a capital of tourism, and to complement those visitors that are attracted by the weather and the natural assets, with new visitors interested in Málaga as a capital of culture and knowledge.

The delegation presented the main concepts articulating the programme: the infinite city, the urban vacuum and translation. The programme has seven main projects, which correspond to each one of the days of a week.

The delegation evidenced that Málaga has a deep participation of citizens in cultural processes, and the wealth of popular culture in the city.

The delegation proved a serious approach to international cultural cooperation, with the participation of Málaga in European partnerships and networks, the design of specific links with Poland and the relation with Arab and North-African cities as the most prominent examples.

## **Murcia**

The delegation explained the project of Murcia to become the European Capital of Culture in 2016. The city has designed the bid with the motto "City of Peace, land of Light".

The programme is structured in 16 thematic projects and three cross-cutting dimensions: Murcia, light of Europe, Murcia emerges and Murcia participates.

The delegation also explained the ECOOC year, as well as the preparatory years, would strongly focus on intercultural dialogue, within the region of Murcia and beyond (Murcia as a hinge between Europe and the North of Africa).

The Mayor explained the project has the support of all the political parties represented in the City council.

The delegation noted that Murcia is twinned to a city of Poland which is also a candidate for the ECOOC 2016 title, and that the relation with this city had been an important element in the preparation of the bid.

## **Oviedo**

The Mayor explained the project has the support of all the political parties represented in the City council, and is enthusiastically backed by the citizens.

The delegation presented in detail the four main chapters of the cultural programme for 2016: “Europe and culture”, “Music”, “Participation, creation and cultural intervention” and “Specific actions, infrastructures and renewals”

The delegation explained the chosen motto of the bid “The path to Europe” is coherent with the history of Oviedo, the content of the programme and the expectations of citizens.

The delegation explained the bid was prepared in a very short period of time.

The delegation explained the will to create a foundation to govern the process of elaborating the final bid if the city was short-listed for the second phase.

The delegation explained the support expressed by the Foundation Príncipe de Asturias Award to this bid.

## **Pamplona**

The Mayoress affirmed the city had worked very hard to meet the challenge of becoming the European Capital of Culture in 2016. The bid has the support of all the political parties represented in the City council.

The presentation showed a very original video explaining the situation of Pamplona and Navarra, as well as the main economic, social and cultural indicators.

The bid has been elaborated with the close involvement of the cultural actors of the city. The city had approved several sectorial plans in the past, but not yet a strategic plan on culture. The city council decided to elaborate the bid in parallel to the elaboration of a strategic plan of culture, in order to guarantee the coherence of the ECO process with the long-term cultural planning for the city.

The delegation explained in detail the concept of the bid, with four major axes: Europe, city, fiestas and languages. The programme for the ECoC is unfolded following to the interaction of these concepts, with these four main areas: “Fiestas of the World”, “the Memories of Future”, “Encounters 2016” and “Entretodos”, and two runways: “Trips” and “Dreamed Horizons”.

The delegation emphasised the fiesta as a meeting point, as an event that introduces equality and promotes the joy of life. The fiesta is a universal value, and the bid of Pamplona wishes to emphasise this fact. All people living in the city (or visiting the city) can participate in the fiesta. The city of Pamplona is known all around the world by the fiesta of San Fermin, and the bid builds on this fiesta.

The panel explained the plans to create a foundation governing the bid and to appoint an artistic director if the city is short-listed to the second phase.

## **Santander**

The delegation explained the city of Santander has enthusiastically endorsed the invitation of the city council and the public authorities to prepare the bid to become the ECoC in 2016. The citizenry has much hope in the designation, and hopes it will



be possible. A process named “Santandeuropa” began in January 2010, with the creation of 27 neighbourhoods in the city (each one for a member state of the Union), and the implementation of several cultural activities with the schools, the associations and the citizens of each area.

The chosen motto of the bid “The dream of Europe” is coherent with the expectations of the citizens, the civil society and the public authorities of Santander.

The delegation explained the experience of Santander in hosting international cultural projects, namely the International University “Menéndez Pelayo” and the international festival (music).

The delegation explained the creation of a foundation that governs the process of elaborating the bid. The delegation explained the bid was backed by the Bank of Santander (one of the biggest and most successful banks of the world) and its Foundation.

The delegation presented the five concepts articulating the bid: identity, sustainability, cultural heritage, new stages and bridges to Latin America.

The delegation presented in detail the two main chapters of the cultural programme for 2016: “The Europe of cities” and “The Europe of knowledge”. Two complementary programmes are also foreseen: “Polish bridge” and “Expanded Capital to Latin America”.

## **Segovia**

The delegation introduced Segovia as a heritage city (it is listed in UNESCO’s World Heritage) that needs to use creativity, innovation and culture as an engine of local development. Segovia has understood the ECoC process as an opportunity, and has designed a bid that responds to the current needs of the city.

The delegation explained that Segovia shares some characteristics to a good number of European cities, such as the importance of heritage in the image of the city, the proximity to a large metropolis (Madrid, in the case of Segovia) and the deep relationship between the city and the surrounding well-preserved countryside.

The Mayor affirmed the bid has the support of all the political parties represented in the City council, and that culture has become one of the priorities of the long-term plan for the future of the city.

The delegation explained the process to become ECoC had generated the existence of “Club 16”, a grouping of private businesses supporting the bid and the cultural programmes of the city.

The delegation explained that the European Capital of Culture project is connected to a large urban regeneration project for the city, which includes the building of a vast number of new cultural infrastructures.

The delegation presented the four programmes that would shape the ECoC year: “Konexionex”, “Landscapes”, “Bravo!” and “Convergent”, with two cross-cutting programmes (aiming to support training and new cultural creation, respectively). The

programme for 2016 would also include special issues of the current festivals of the city (Titirimundi, or Hay, for example).

The programme includes a detailed list of processes to involve all urban actors of the city in the preparation of the ECoC.

### **Tarragona**

The delegation explained the project of Tarragona 2016 had become “Tarragona-Catalonia 2016” due to the wide support the bid had received all over Catalonia.

The Mayor affirmed the bid has the support of all the political parties represented in the City council.

The delegation explained in detail the contents of the programme, which would be structured around the concepts of “tradition and avant-garde”, “dialogue among cultures” and “peace”. These concepts are made concrete in a programme with emphasis placed in languages, the festivities of traditional Catalan culture (such as *castellers* or human castles) and special European events.

The delegation explained the will to create a TV channel, broadcasting the contents of the programme for 2016 if the city is designated as European Capital of Culture. The delegation also explained the popularity of Tarragona in social networks.

### **Zaragoza**

The Mayor explained the project has the support of all the political parties represented in the City council, as well as the university and the civil society.

The city of Zaragoza has a long tradition of participatory policies, and the project to become the European Capital of Culture has been inclusive, with a wide consultation of cultural actors, artists and citizens that are interested in the cultural development of the city. The city is elaborating a strategic plan on culture (“EstrategiaCultura2010”), in a process that runs in parallel to the ECoC bid.

The delegation explained the project has been built on five main topics: “Memory and celebration”, “The Europe of diversity”, “City and urban culture”, “Utopias” and “The link with Latin America”. The programme was explained in detail, especially the Europe of diversity topic. The programme focuses on the leadership of civil society and promotes artistic mobility, networking and small scale projects.

The programme will also involve five villages in Aragon, and several cities on the banks of the Ebro river.

The project mentions that creative and cultural industries will have a central role in the cities of tomorrow, and that Zaragoza will use the ECoC process as an opportunity to boost its role in the local economy.

The presentation focused on the will of Zaragoza to make an impact to the European Capital of Culture programme, and to the current European policies and programmes in the field of culture. The presentation showed a video criticising the top-down

cultural policies, the distance between cultural programmes and citizens' needs, and the lack of a cultural dimension in the building of Europe. The speakers insisted on the idea that the bid of Zaragoza wished to generate a debate, and to provide new ideas to improve the cultural dimension of the European project.

## **II Conclusions and recommendations**

After the general final discussion of the panel, it was recommended that there were 6 cities which best met the objectives of the process and the criteria stipulated by the Decision and which had a real chance of success at the final selection stage. This conclusion was based on a combination of the written bidding document, the oral presentation, and the question and answer session between the city and the panel.

It was agreed unanimously that Burgos, Donostia – San Sebastián, Córdoba, Las Palmas de Gran Canaria, Segovia and Zaragoza should be short-listed.

The panel nevertheless strongly commends all the cities which took part and congratulates them on their commitment to cultural development. It hopes that they will build on the experience of bidding to be the European Capital of Culture, with a view towards continuing its commitment for the cultural dimension of local development. Indeed, experience shows that cities can reap benefits from this initiative even if they do not win the title as taking part in the competition stimulates new processes and dynamics in terms of cultural development in the city.

The panel would like to highlight the following points in relation to the non pre-selected cities:

### **Alcalá de Henares**

The panel observed that the project contained some interesting ideas as far as the impact on the future of the city's cultural life was concerned.

### **Cáceres**

The panel recognised the outstanding efforts of the city of Cáceres to prepare the bid and the involvement and support of citizens, cultural actors, enterprises, university, policy-makers and the Extremadura region. The city, and the region, has a legitimate aspiration to be recognised as a city and a region of European culture.

The panel encourages the city of Cáceres to develop its cultural project over the coming years, and to project its results to the whole of Spain and Europe.

### **Cuenca**

The panel observed that the bid contained very interesting and innovative projects related to the "city and citizens" dimension. The panel encourages the city to implement these projects in order to boost Cuenca as a city of creativity and innovation.

### **Málaga**

The panel commended the fact that the bid was prepared in parallel to the elaboration of a long-term cultural strategy of the city, and would like to encourage the will of the city council to implement the strategy.

### **Murcia**

The panel observed that the bid contained some interesting projects related to the “city and citizens” dimension, and encourages the city to implement these projects in the future.

### **Oviedo**

The panel encourages the city of Oviedo to elaborate a long-term cultural strategy, to develop a strong cultural project for the next years, and to become an active European cultural player during this decade.

### **Pamplona**

The panel commended the sincere efforts of the cultural actors in the preparation of the bid and encourages the long-term cultural plan for the city.

### **Santander**

The panel recognised much of the serious work that has been done by all actors involved: citizens, cultural actors, enterprises, university, policy-makers... The panel encourages the city of Santander to elaborate a long-term cultural strategy on this basis, to develop a strong cultural project for the next years, and to become an active European cultural player during this decade.

### **Tarragona**

The panel observed that the bid contained some interesting projects related to both selection criteria (that is, “European dimension” and “city and citizens”). It encourages Tarragona to implement these projects in the coming years, and to elaborate a long-term cultural development plan for the city to guarantee the coherence of the cultural programmes and the urban policies.

The panel noted some main weaknesses in the bids and presentations in the non pre-selected cities which could be summed up as follows:

In a number of cases,

- the "European dimension" of the project was not sufficiently specified;
- a lack of details in the projected budget, or unrealistic estimates, were noted;
- cities provided insufficient evidence that their development strategy includes a solid cultural dimension and/or that the ECOC event is coherent with the long term cultural development of the city; and
- plans concerning the governance of the event were not convincing.

In a few cases, the panel also noted

- proposals and presentations lacking innovation;
- unrealistic projects in the cultural programme for the ECOC year; and

- insufficient bottom up or "grassroots" involvement during the bid preparation (e.g. consultation of citizens, cultural actors and institutions of the city).

Following its deliberations, the panel submitted the shortlist of six selected cities to the Spanish Ministry of Culture, and the Chair with the Vice-chair solemnly announced the results to the participating cities and the press immediately after the meeting.

The cities of Burgos, Donostia – San Sebastián, Córdoba, Las Palmas de Gran Canaria, Segovia and Zaragoza are expected to complete their applications further on the basis of the criteria and objectives required for the event, and in particular to consider the panel's assessment and recommendations mentioned below.

The panel expects to get applications that have a reasonable size, and recommends to limit the bid to 120 pages.

The panel would like to stress that it expects to see in the delegations not only political representatives but also representatives of the structure preparing the bid and of the cultural sector strongly involved in the proposal. It shall also expect clear and relevant replies to the questions raised during the question and answer session.

## **Burgos**

- The panel was impressed by the will and enthusiasm of the city for the project and for implementing an innovative European Capital of Culture project.
- The panel recognised the efforts of the city to re-invent the cultural system of the city, and agreed that a very realistic assessment of strengths and weaknesses had taken place during the preparation of the bid for the ECoC.
- The panel recognised the courage of the motto “R-evolution”, given the history of the city.
- The panel recognised a balanced budget and the involvement of the private sector in the preparation of the bid for the ECoC.
- The panel appreciated the role of the interim artistic director in the development of the programme, but wondered how the bid would evolve if this artistic director left after the pre-selection for the second phase, or during the preparatory years (in the case the city was nominated as ECoC).
- The panel appreciated that a foundation governing the ECoC process already exists, which shows the serious and professional approach the city has granted to this process.
- The panel noted that the cultural industries are not sufficiently included as key elements for a successful ECoC.

## **Córdoba**

- The panel noted that the long-term development of culture in the city deserves suitable cultural planning (probably with a sound local cultural strategy), which is not present (or not explicitly showed) in the bid.
- The panel observed that the delegation did not include any member of the artistic or cultural community in the city.
- The panel agreed that very incomplete answers were given to the questions during the discussion.
- The panel was surprised by an excessive use of arguments dealing with the past of Córdoba, and a lack of an inspired and shared vision of Córdoba as a city of culture for the future. The panel felt the bid may suffer from an excess of confidence.
- The panel felt that the list of strengths and weaknesses was very incomplete. (For example, the list does not include any weakness related to the cultural system of the city.)
- The panel welcomed the fact that the elaboration of the candidacy had started many years ago, which make some elements of the candidacy really robust (governance, budget, some elements of the cultural programme).
- The panel felt that there was a large gap between the main arguments of the bid “wishing to make a real impact on the European narratives” and the actual (poor and insufficient) means and tools that had been designed to aspire to have an impact.
- The panel observed the designation of Córdoba as the European Capital of Culture in 2016 would be a solid sign for the dialogue of civilisations. The paradigm of Córdoba focuses on tolerance, human rights, and respect. The city is world-wide known for this fact.
- The panel celebrated a very serious approach in the relations between Córdoba and Poland (a city in Poland and a city in Spain will share the title in 2016).
- The panel appreciated that a Foundation governing the EcoC process already exists.
- The panel was impressed by the high quality of the bidding documents, and the quality of the video showed during the presentation.

### **Donostia - San Sebastián**

- The panel was impressed by the very high quality of the programme. The panel commended the original presentation and found that it suitably reflected the enthusiasm of the citizens of the city for the project.
- The panel recognised the courage of the city in tackling a serious local problem (violence and terrorism) and the successful efforts of the bid to involve the European cultural actors in healing this situation (and especially those actors with experience, or committed to struggle, in these fields).

- The panel recognised a balanced budget and the involvement of the private sector in the preparation of the bid for the ECoC. Nevertheless, the panel noted the budget would need to be more developed if the city is short-listed for the second phase.
- The panel appreciated the role of the artistic director in the development of the programme, which seems to be well balanced, and respond to the challenges of the city. The programme will need further elaboration if the city is short-listed for the second phase.
- The panel noted the efforts made by the team to include elements of monitoring and evaluation in the bid, but recognised the existence of several inconsistencies within this part of the bid.

### **Las Palmas de Gran Canaria**

- The panel was impressed by the high quality of the programme and the involvement of the cultural actors of the city in the elaboration of the bid.
- The panel celebrated the original video (“Las Palmas in 2066, 50 years after the ECoC”) and the quality of all the documents that were delivered to the members of the pre-selection panel.
- The panel noted the chapter on monitoring and evaluation of the bid is weak.
- The panel noted the budget was well balanced, but found several weaknesses, such as the expenditure for communication foreseen for 2015.
- The panel noted that the governance of the bid needs further development (a Limited Liability Corporation is announced but few details are provided). Furthermore, the appointment of an artistic director is a pending question and should be a priority for the bid if the city is short-listed to the second phase.

### **Segovia**

- The panel appreciated the realistic assessment of strengths and weaknesses that had taken place during the preparation of the bid for the ECoC, and agreed that Segovia shares several characteristics with other European cities (importance of heritage, proximity to a large metropolis, integration between city and countryside) and thus, it could legitimately aspire to become a model of transformation for these type of cities. The panel warned on the abuse of self-attribution of cities to be “model” for other cities.
- The panel celebrated the work dedicated to strengthen the links of the city with Poland (a city in Poland and a city in Spain will share the title in 2016).
- The panel was pleased with the analysis made by the team elaborating the bid of the current state of the art of European cultural policies, and the opportunities and possibilities to participate in European cultural programmes.

- The panel considered the efforts of the city to create new cultural programmes, and to boost the cultural policies of the city. The citizens have responded positively to these efforts. The panel greatly appreciates the project aims at the endogenous cultural development of Segovia, in order to enhance the cultural capacities and skills of citizens.
- The panel was concerned by the large amount of infrastructure needed to host the ECoC, and has doubts whether they could all be ready in 2016.
- The panel was concerned by the absence of an artistic director in the elaboration of the bid, and urged the delegation to solve this question if the city is short-listed.

## **Zaragoza**

- The panel congratulated the bid for the very complete list of strengths and weaknesses of the city, a sign of a serious candidacy and the result of a rigorous analysis.
- The panel observed that the delegation did not include any member of the artistic or cultural community in the city.
- The panel agreed that incomplete answers were given to the questions during the discussion.
- The panel observed the active presence of cultural actors of Zaragoza in European and international networks. The panel celebrated the will of Zaragoza (through the ECoC bid) to have an impact in the current policies and programmes of the European Union in the field of culture.
- The panel felt that there was a large gap between the main arguments of the bid (a bold contribution to improve the European Capital of Culture programme) and the (insufficient) means and tools that have been designed (as they are actually explained in the bid) to aspire to have such an impact.
- The panel celebrated the approach of Zaragoza for cultural planning: the city has elaborated a strategic plan on culture, in a process that has run in parallel to the ECoC bid. This approach aims to guarantee the impact of culture in urban policies, and the consideration of cultural elements in the long-term policies of the city.
- The panel celebrated a serious approach in the relations between Zaragoza and Poland (a city in Poland and a city in Spain will share the title in 2016).
- The panel appreciated that a Foundation governing the ECoC process already exists.
- The panel was impressed by the high quality of the bidding documents, and the quality of the videos showed during the presentation.

To obtain more complete information for the final selection process, the panel wishes a delegation representing it to visit the short-listed cities (after the deadline for



submitting the final bids, to be fixed by the Ministry of Culture). This delegation shall consist of two members appointed by the European institutions and two of the nationally appointed members. In line with the preliminary agreement of the panel, the visits shall take place during the first weeks of June 2011 and the final selection meeting would be held during the last week of June 2011 (TBC).

Madrid, 30th September 2010

the selection panel :

Manfred Gaulhofer, chairman	signed
Emilio Cassinello, vice-chairman	signed
Jordi Pascual, rapporteur	signed
Mireia Belil	signed
Constantin Chiriac	signed
Javier Martín	signed
Enrique Cabero	signed
Danuta Glondys	signed
Erna Hennicot-Schoepges	signed
Cristina Ortega	signed
Sir Robert Scott	signed
Elisabeth Vitouch	signed
Andreas Wiesand	signed