

**Nomination of the
European Capital of Culture in Italy 2019**

Selection Panel

Pre-Selection Report

**Rome
11-15 November 2013**

Introduction

In accordance with the Decision 1622/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Community action for the European Capital of Culture event for the years 2007 to 2019 (hereinafter called “the Decision”), a competition has been launched to nominate an Italian city to the European Capital of Culture (ECOC) title in 2019.

The managing authority of the ECOC competition in Italy is the Italian Ministry of Cultural Heritage and Activities and Tourism (the Ministry) which appointed the “European Capital of Culture Focus Point” (hereinafter called “Focus Point”) to administer the process. The procedure for implementing the competition in Italy was set out in the document “Rules of procedure for the competition” (“Regoli procedurali per la competizione” signed by the Ministry and published on the Ministry website on 23 April 2013.

The Ministry appointed the 13 members of the Selection Panel and published their names on the Ministry's website on 21 October 2013. As set out in Article 6 of the Decision, seven of these members had been nominated by the European institutions and the remaining six had been nominated by the Ministry in consultation with the Commission. According to Article 7 of the Decision the Selection Panel has to assess the applications in accordance with the criteria set out in Article 4 of the Decision and following this assessment, agree on a shortlist of cities to be examined in greater depth in the Final Selection round, and to submit a report containing recommendations for those shortlisted cities. The Selection Panel makes recommendations. The decision on which cities to invite to the Final Selection is made by the Ministry.

The Ministry issued a call for applications for the 2019 ECOC title in Italy on 20 November 2012 with a deadline for submitting applications of 20 September 2013.

Twenty-one candidate cities submitted an application by the deadline in the form of bidbooks to the Focus Point, which forwarded them to the Panel members.

The candidate cities are: Aosta; Bergamo; Cagliari; Caserta; Città-diffusa Vallo di Diano e Cilento con la Regione Campania e il Mezzogiorno d'Italia; Erice; Grosseto-Maremma; L'Aquila; Lecce; Mantova; Matera; Palermo; Perugia; Pisa; Ravenna; Reggio Calabria; Siena; Siracusa ed il Sud Est; Taranto; Urbino; Venezia con il Nordest.

On behalf of the Ministry, the Focus Point organised the pre-selection meeting in Rome, at MIBACT, from 11 to 15 November 2013, and invited to it the Panel as well as all candidate cities. Eleven members of the Selection Panel were present at the pre-selection meeting: two of the members nominated by the European institutions were not at the meeting (one was excused on official business and one was ill). As indicated in Article 3 of the rules of procedure, members of the Panel cannot be replaced by substitutes.

The Panel designated Mr Steve Green as chair and Prof Emma Giammattei as vice-chair in accordance with article 2 of the rules of procedure. Members of the Focus Point and the European Commission attended as observers.

In accordance with Article 5 of the rules of procedure, each candidate city had 30 minutes to present their bid, followed by 30 minutes of questions and answers. The order of appearance was alphabetical.

The Panel carried out a thorough assessment of the written applications as well as the presentations and answers to the questions during the hearings. It appreciated the considerable efforts made by all cities to prepare and to present a convincing bid for the European Capital of Culture in 2019. The Panel recognized the desire expressed by all cities to host the title and the work they had already undertaken – many including a strong involvement of their local communities. Many cities described their historic cultural activity and heritage which could form as a foundation for the future programme on which the competition is based. The Panel noted that the proposed programmes were all very stimulating and quite different in scope and in the themes addressed. The Panel also noted that the work undertaken by each city would certainly have positive effects on the role and nature of its cultural life whatever the outcome of their bidding. It hoped that all applicants, regardless of the eventual winning city, would implement as much of their proposed programmes as possible.

The Panel commended the creation of “Italia 2019” as a network of the candidate cities and hoped this innovation would assist all candidate cities develop their plans.

To draw up the shortlist of cities to be put forward to the final selection stage, the Panel

- thoroughly evaluated the extent to which the candidate cities proposed programmes meeting the objectives of the European Capital of Culture initiative, as set out in Article 3 of the Decision, and the criteria defined in Article 4 of the Decision, namely “the European Dimension” and the “City and Citizens” dimension;
- assessed the accuracy and quality of the responses provided by the cities to the questions included in the bidbook;
- carefully assessed the presentation delivered by each city and discussed the applications with the delegations in order to gain a better insight into their respective proposals;
- considered the potential impact of each of the programmes designed by the candidate cities for the title-year of European Capital of Culture at the national and European levels;
- considered that in order to be pre-selected, the candidates would have to satisfy all requirements, show that they were capable of ensuring the delivery of the designed programme of the event in practice and have a real chance of receiving its recommendation at the final selection stage.

2. Presentations by the candidate cities and the Panel’s assessment.

Twenty of the 21 candidate cities presented their respective programmes for the ECOC 2019 title in Italy to the Selection Panel. Many of the delegations were led by the Mayor or a senior elected representative. An important feature to all candidates was the uncertainty of the proposed budget and in many cases the contribution of the national government. The Panel noted this as a common factor.

The Panel noted that many candidates included the Melina Mercouri prize of €1.5m in their proposed budget. This prize is not automatic; it is conditional on a specified set of criteria and if awarded would be decided on the recommendation, in 2018, of the Monitoring Panel to the European Commission.

The panel thanks all the participating cities and especially all the people who contributed to the bidbooks and presentations.

Aosta

The delegation presented their programme theme as “a Carrefour of Europe” where different cultures meet. This relates to the history of the region as well as contemporary Aosta. The programme is based on the concepts of interaction, integration and sharing. There is a strong link with the landscape and environment. The delegation pointed out several new and planned cultural institutions, several of which will form incubators for the 2019 programme. There are strong links with the creation of a new university. The delegation described their strong links with Torino and Albertville.

The proposed budget for the programme is €65m of which €42.9m would be for programme expenditure the majority of which comes from the existing planned cultural budget of the city. They would not require funding from the national government.

The city plans to form an organizing committee to manage the programme and then a “special purpose entity” The Artistic Director would be appointed. The proposal has the unanimous support of the City Council.

Panel assessment

The Panel appreciated the planned development of the cultural sector and the commitment to increase cultural tourism. They however found the programme to be unclear and undeveloped at this stage and overly based on the existing programmes and events. It was unclear on the benefits to local cultural sector and artists. The European Dimension and city and citizens criteria did not focus much in the bidbook or presentation despite possible opportunities (e.g. over using the local languages to link with other users of minority languages in Europe).

Bergamo

The delegation explained their project proposal aims to go “Beyond the Walls”, building new relationships with Italian and European cities, uniting a traditional approach to culture (essentially based on art, history and literature) with natural sciences and technology. The programme aims to overcome barriers between the arts and sciences: “art-science”. They highlighted aspects of the city such as the importance of volunteering, the employment rate even in the context of the economic crisis, the capacity of integrating immigrants (16% of the population).

The programme structure, in line with their overall concept has four streams (civil society, European networks, sustainability, innovation) with two “strategic directions” each. They have prepared a time table for the activities for 2013 to 2022. The delegation explained how they intend to use the Milan 2015 Expo as a marketing opportunity. The delegation described the recent open call which led to over 200 ideas, with most schools participating in ECOC related activities. They have hosted a meeting with all of the candidate cities in Bulgaria. An element of their programme is “European Cultural Embassy”. Already opened it acts as a venue for European specialists in many disciplines, not only cultural, to interact with citizens.

The programme has a projected budget of €35m of which €21.1m is for programme expenditure. 74% is expected from the public sector and 26% from the private sector.

The ECOC candidature has bipartisan support in the City Council. An organizing committee has been set up to manage the ECOC programme. Its membership is from public, private and independent sectors. The Artistic Director will be recruited through an open call.

Panel Assessment

The Panel recognized the existing plans to develop the cultural infrastructure of the city in the development of the bid. The Panel also welcomed the intention to combine arts, innovation and science. However the connection between this engagement and the proposed programme was not clear. The arts-science relationship, so important in the concept did not appear clear in the project listing, while the participation of the citizens living in the city and its surroundings was not clear in the bid. Indeed the detailed listing of projects, and their projected budgets, matched the expected budget and did not seem to allow new projects, bottom up, to be included. The programme appeared too based on existing activities rather than “exceptional” in the year. It was felt that the European Dimension, especially increasing awareness of the diversity of cultures in Europe, was not covered beyond the Embassy and importing European visitors and artists. As an example, the ambition to have a North/South dialogue within Italy could have been further extended to the whole of Europe.

Cagliari

The delegation introduced the ECOC candidature as an important stage in a major urban transformation process, started two years ago by the City Council. It is not limited to physical changes. The aim is to rethink Cagliari on a cultural basis, to attempt of overcoming the current employment crisis that mainly affects young people and women.

The ECOC programme is based on the concepts of “urban laboratory” and “know-how”, making the city a place of experimentation for cultural, artistic and scientific languages. It is structured on five “landscapes”: “visual landscapes” related to art (painting, sculpture, etc.), “imaginary landscapes” (theatre, cinema), “literacy landscapes” (literature, poetry), “sound landscapes” (music, dance), “creative landscapes” (design, new technologies). A feature of the programme is the “EuCHos” project or European Cultural Homes. These act as hubs for activities with a strong European collaboration.

The proposed operational budget is €29.4m of which €18.3m is for programme expenditure. The public sector is forecast to provide €20m with over €8m from the private sector. An element of the operating budget is expected from the competitive EU culture programmes.

The ECOC would be managed by an ECOC Office flanked by an Artistic Board. The intention is to have a multi-headed artistic board rather than a single Artistic Director.

Panel Assessment

The Panel admired the approach and commitment shown at the presentation and the drive to deliver a successful ECOC. The bidbook had a very clear draft of objectives for the programme which indicated a clear focus on what the city wished to achieve, strengthening cooperation in the field of culture and promoting lasting dialogue at European level. The Panel welcomed the governance structure because of its administrative capacity for running the future events. There was clear evidence presented to the Panel of the active engagement of citizens and cultural operators in the development of the bid. The panel noted several positive approaches to the European Dimension including working with and learning from other European island cities and the use of the Sardinian language in a Europe of lesser-used languages. The Panel noted the EuCho's areas of cultural creation and their development in the time period 2014-2019 as an interesting model for the promotion of the transnational mobility of people working in the cultural sector. The projects outlined in the bid book showed a wide range of European partners. The Panel noted the cities policy of shared decision making and its use in developing the ECOC programme.

Caserta

The delegation presented the project with the theme of "A Sense of Europe". The aim is to regenerate the territory based on the concepts of utopia, justice, legality and sharing. The intention is to involve the whole region not just the city. One of the aims is to change the negative image of the city as the home of "Gomorra". The region has one of the youngest average ages of citizens in Italy and has a high tradition of volunteering with strong local associations.

The programme is structured around 6 themes based on the senses (touch, hearing, sight, smell, taste and the "next sense of Europe"). The delegation said they were not looking at the programme in detail at this stage. There were opportunities to work on projects with cities in the region as well as link to the heritage sites such as Pompeii.

The proposed budget is €25m of which €13m is for programme expenditure. The City would contribute €2m, the region €7.5m and the national government €4m. None of these are confirmed yet. The bid team have not yet forecast any private sector contribution.

If selected the ECOC governance will be handed over to a foundation to manage, with protocols to ensure coordination between the various official bodies. A cultural manager will be appointed.

Panel Assessment

The Panel appreciated the enthusiasm of the delegation and their objectives to improving the image of the city. The bidbook contained some positive developments to the cultural offer in the city beyond the well-known heritage attractions. The lack of a programme outline meant it was not possible to assess the European Dimension aspect of the criteria. It appeared both in the bidbook and the presentation that the bid was to a great extent top-down with limited engagement of citizens, especially given the age profile of the region.

Città-diffusa Vallo di Diano e Cilento con la Regione Campania e il Mezzogiorno d'Italia did not take advantage of the invitation to present their programme to the Panel. They did provide an additional written communication. Some points were accepted by the panel as items which normally are discussed at the pre-selection meeting (e.g. clarification on the governance structure) but others were deemed ineligible (i.e. a new budget). The Panel accepted that “comunità montane” (mountain communities) were eligible to bid for the ECOC title. The programme set out in the bidbook under the provisional slogan “Culture is the key to open all doors, all boundaries” describes the region as one which favours cultural economy and quality tourism. The bid is put forward by a group of individuals with strong connexions to the region. At this stage a programme outline has not been prepared and as noted above the budget is uncertain.

Panel Assessment

The details in the application are too sketchy even at this stage to recommend the application is taken further. There are no indications that the two criteria are being addressed. There remain doubts about the governance which affect financing and the ability to deliver a programme.

Erice

The delegate opened his presentation by informing the Panel that, although born in Erice and now residing elsewhere, he has no formal contact with the Erice authorities.

He explained the concept of the bid as “you can live culture, culture as knowledge”. The ECOC would be “oriented to the development of human potential, the health and the body and the evolution of the mind and of the spirit, love for nature and respect for human values, in search of unity and synthesis between sciences, art spirituality and creating fertile land where you can rediscover yourself”. The programme would go beyond events and focus on a new lifestyle: a “beacon of peace”. A highlight would be the local sustainability of the programme as a way of focusing attention on the need for a fundamental change in society. There is neither project outline nor a formal budget at this stage.

Panel Assessment

Despite the passion and impressive commitment expressed in the presentation the Panel’s view was that a bid for an ECOC title could not realistically be submitted by an individual without the formal support of a local administration. It was unable to see how the vision and concepts were to be translated in programmes or leave a sustainable legacy. The vision as outlined in the bidbook and the presentation did not meet either of the two criteria for an ECOC.

Grosseto-Maremma

The delegation promoting the ECOC candidacy presented the project “Maremma, the Fluctuating European Capital 2019 of Culture, Nature and Love”. The concept is based on the belief that culture should be autonomous from politics and economy, as it is driven by totally different rules. The project “makes no concession to identity: the actions are indifferent to identity (local, religious, ethnic, national, cultural, sexual, political, etc.)”. The European dimension is regarded as “the opportunity to pass another limit: a discourse on being citizen of the world and the universe”. A key aim would be to change the idea that citizens of the region are living in a marginal territory.

The programme foresees at least 200 small and large events including laboratories, installations, exhibitions, films and seminars. These would involve 10,000 people in the one year duration. There are no specific projects or events at the moment.

The proposed budget would not be from the public sector. The intention was to raise funds from entrepreneurs who would invest say €2,000 each. With 400 such arrangements the budget would reach €1m.

The proposal is not formally supported by the City Council. The proposers plan to be independent.

Panel Assessment

The panel appreciated the concept and vision put forward as a radical approach. The funding plans were innovative, if limited, and so was the ambition to bring together a group of civic-minded individuals together around a project such as ECOC. However there was insufficient evidence to relate these to the likely programme and its compatibility with the criteria of the ECOC programme. The lack of support from the local authorities would limit sustainability and legacy.

L'Aquila

The delegation introduced their bid by pointing out that 2019 represents an important year for L'Aquila, as it marks the tenth anniversary of that terrible night in 2009 when a devastating earthquake struck the city. 2019 is the target date for reconstruction of the residential, commercial and cultural heritage heart of the city. The city will be reconstructed as a "smart city". Existing cultural heritage will be restored, in order to promote cultural and eco-compatible tourism.

The ECOC programme project with title "the future comes from far away" based on this reconstruction and on culture, innovation, social integration, civic participation and young people's involvement.

The heart of the programme, outlined in the bidbook, is a visual history of the city at the Spanish Fortress. Projects in other artistic areas will be developed after this central element. The programme would be developed if the candidacy reached the pre-selection stage and would be based on important traits and dates from the cities' past. These may include international partners.

The proposed budget for the ECOC operating programme is €20m of which €13m is for programme expenditure.

If selected the ECOC would be managed by the AQ19 Foundation, and independent legal entity. The Artistic Director will be selected after the pre-selection stage and appointed if the city obtains the title.

Panel Assessment

The panel strongly acknowledged the challenges facing L'Aquila and applauded the delegation's evident commitment to ensure that the 10 year target date for reconstruction of the residential, commercial and cultural heritage of the city is met. In terms of the ECOC competition criteria, however, the Panel considered the programme outlined in the bidbook and at the presentation did not adequately meet the European Dimension, in the engagement of international partners and

highlighting European cultural diversity and there was limited evidence of the involvement of citizens in developing the bid and programme.

Lecce

The delegation introduced their programme based around the concept of “Re-inventing EUtopia”. The city and region with its historic centre and spectacular landscape is suffering in the current economic crisis. The city seeks to break the cycle of crisis and regain dignity. It will use the ECOC to start radical long term change.

The programme, “Reinventing EUtopia” will mostly take place outdoors. It is based around eight themes: DEMOCRtopia (participation), POLIStopia (social inclusion), EDUtopia (education revolution), TALENtopia (youth and potential), PROFtopia (new economic models and job creation), ECOtopia (self-sustainability and environment), EXPERIENTopia (new forms of tourism) and ARTopia (artistic creation). The programme is based on contributions from citizens, aims at deepening the future community of Salento and strengthening the sense of belonging to Europe.

The proposed operational budget is €40m of which €30m is for programme activities. The forecast contributors are the city which will contribute €5m from its existing cultural budget, the region €1m and the national government (various sources) €4m, the province of Lecce (€3m) and Brindisi (€3m). The funding also includes €14.5m from EU structural funds which may be managed by cultural institutions in the city and region on behalf of the ECOC. Private sponsors are forecast at €6m.

The ECOC would be managed by an independent association, foundation or community foundation with a network of committees and advisors. The Artistic Director will be appointed through an open call.

Panel Assessment

The panel appreciated the elements in the programme with playful and creative projects. It also welcomed the explanations in the presentation which significantly helped the Panel understand the various themes outlined in the bidbook. The panel appreciated the kind of structure envisaged for the organization responsible for implementing the project, as well as the institutional technical programmatic agreements for the coordination of the relevant local and regional authorities. The Panel applauded the very strong citizen’s engagement, the strength of the cooperative projects and their relation to an effective model of participated governance. In particular the Panel noted the direct link between these consultations and projects in the bidbook. The European dimension appears clearly as a goal.

Mantova

The delegation introduced their ECOC project as “A new European court; A Smart Human city”. The project rests on four pillars (a European network of alliances, an events programme, a zero budget, and environmental impact). It seeks to attract talent, cultural tourists, enhance social inclusion and be sustainable. The aim is to present Mantova as a nest practice model for European cities. Alongside the ECOC programme four major cultural restorations are taking place. The project is seen as a multi-year process and many projects are underway already.

The programme is based around three networks within which the events and projects fit: the Gonzaga legacy, cultural routes in Europe and intercultural cooperation.

The proposed operating budget is €70m of which €45,5m. The source of funding is primarily from existing budgets in the city and region.

The management of the ECOC will be thorough the Mantova2019 Foundation which also oversees the Smart City project. The project has bipartisan support on the city council. The Artistic Director has been appointed.

Panel Assessment

The panel appreciated the commitment and drive in the presentation to the role of culture in the city's development and its aim to be a Smart City. The structure and analysis in the bidbook was detailed and robust. It lacked, in the Panel's view, an adequate picture of the innovative events and projects which would be undertaken in the ECOC year. The sample major events in the bidbook all appeared to be based on local and Italian partners. The Panel noted that many of the projects and networks are already in progress. The Panel was not able to differentiate what was being put forward explicitly for the 2019 programme over and above an existing dynamic programme. The European Dimension rested on existing networks or on promoting Mantova outwards; there was little indication of learning from other cities or highlighting the richness of European cultures.

Matera

The representatives of the city illustrate the major features of the project, which is marked by a strong "anthropological" dimension. Matera and the Basilicata have been territories of passage, exchange and transformation. They were a crossroads for Magna Graecia and Rome, Byzantium, Arabs and Swabia and are currently experiencing new, widespread forms of immigration. The city, following the complete abandonment of the "Sassi" that took place after the Second World War, started, since 1986, one of the most important processes of urban rehabilitation in the Mediterranean. In 1993, thanks to these efforts, Sassi were repopulated and launched as a tourist destination. The project is based on five pillars: "Ancient futures", to build a future remembering the past; "Roots and Routes", on the concept of mobility in the past, in the present and in the future; "Reflections and Connections", aimed to link daily life to culture; "Continuity and Disruptions", moving from the above abandonment of the Sassi; "Utopias and Dystopias", that intends to give concrete solutions to current crisis, taking into account culture, economy, ethics.

The Italia2019 network was launched at a meeting in Matera.

The programme is built around five themes: "ancient futures", "roots and routes", reflections and connections", "continuity and disruptions" and "utopias and dystopias".

The proposed budget is €51.9m of which €36.2m is for programme activities. The forecast main contributors are the region (€19.4m), national government (€11m), the city (€3.9m) and sponsors (€4.6m).

The management of the ECOC would be given to a foundation which would also be charged with managing the legacy. The Artistic Director will be appointed through an open call if the bid reaches the final selection stage.

Panel Assessment

The Panel congratulated the presentation team on their approach and the undoubted energy the bid has created in Matera. The bid presented a clear and strong concept, based on the city's special features and addressed culture in a holistic way and was rooted in creating change through citizenship and participation. The active engagement of citizens in the bid preparation and the plans to sustain this during the ECOC were evidence of a strong city and citizen's dimension. The panel appreciated the process of building the application, which was launched in mid-2008 by a group of young people which formed Matera Association in 2019, enabling a "bottom-up" challenge that was later embraced by the leading local public institution, now included in Matera 2019. The panel noted how the European Dimension was being approached for example with the unMonastery and Resilient Cities projects bringing young people together from across Europe to address common European concerns. The project also addressed the European dimension by the nature of the themes used, aiming to provide a specific contribution of Matera to the European debate on social innovation for sustainable, intelligent and inclusive growth.

Palermo

The delegation introduced the city as a Mediterranean and Middle-eastern capital of Europe, a crossroads of different heritages, traditions, languages, religions and mosaic of various cultures. It is the capital of the Europe's different cultures, one that speaks with the Arab world. Recently, a Council of Cultures has been established representing the 125 different communities that live in Palermo. The project does not mean to realize a "huge festival" in 2019, but rather to initiate a long-term process, planned until 2030, with the scope of causing a rehabilitation of the traditional image of Palermo, often regarded just as a place of mafia. There is major urban regeneration, including increased cultural facilities, operating concurrently.

The programme is designed under the slogan "The City we want" and has three main strands: "the culture of rights", "the right to culture for all" and "the pursuit of peace".

The proposed operational budget is €54.8, of which €42m is for the programme activities.

If awarded the ECOC would be managed by a foundation which would run until 2030, not only managing the ECOC but also the cultural direction of the city. At this stage there is no firm approach to recruiting the artistic director.

Panel Assessment

The Panel appreciated the long term and important nature of the transformation of Palermo both in its urban scene and in the cultural change aspects. It also noted the urban and cultural regeneration projects. Palermo's multi-cultural population is an asset. In terms of the ECOC programme the Panel noted it was at an early stage but more details should have been developed on projects and their partners. There was a clear long term motivation and goal. There was some indication in the bidbook of existing partnerships with cultural operators around the Mediterranean

and many more formal organisations and international committees. However this was not enough to convince the Panel on the maturity of the project in its European Dimension. The Panel did note the degree of engagement with citizens, both in the bid book and on the panel. The Panel was not fully confident based on the bidbook and presentation on the management and artistic direction to develop in the short term a project as ambitious and complex as the one presented.

Perugia

The delegation indicated that the aim of the project is to restore the historical centre as people have moved out to the suburbs and to making Perugia a place of dialogue, of integration, of civic participation. The project also incorporates Assisi and the whole Umbria region. The project is influenced by a survey of young people and their concerns and aspirations for the city centre. In defining the project there has been a focus on 11 year olds, those who reach 18 in the ECOC year.

The programme has three main concepts: the city of ideas (creative thinking), the city of dialogue, and the city of hospitality. The programme can be summed up with the slogan “making places”. While not yet fully developed the programme included a multilateral project on inter-religious dialogue, values in times of conflict, a children’s’ festival, public spectacles and street theatre.

The proposed budget is €30.7m of which €22.8m is for the programme activities. The forecast contributors are the city with €5.9m, the region (€5.9m), national government (€8m) and €10m from sponsorship.

The ECOC would be managed by the PerugiaAssisi 2019 Foundation with a network approach to working with partners including the city authorities. The Artistic Director has been appointed.

Panel Assessment

The Panel commends the project team with their strong focus on the programme they aim to deliver. The Panel recognized the strong commitment of regional and local authorities. The bid demonstrated a clear and coherent vision of the candidature, and a clear focus on what the city wished to achieve. In the Cultural Strategic Plan, one of the two pillars of the project Perugia 2019, the Panel noted project areas as integral parts of the long-term cultural and social development of the city. The Panel appreciated the very high participation in the bid process by local public, private and non-profit organizations, and it welcomed the already existing PerugiaAssisi 2019 Foundation, as its organizational structure. In the ECOC programme the Panel saw a strong engagement with citizens in its design. The European Dimension was covered to a degree in the bidbook with reference to links with partners in a range of European countries.

Pisa

The delegation introduced the ECOC project as “From the Mediterranean to the Web”. Its aim is to give Pisa a new identity, not solely related to the Tower or Piazza dei Miracoli, but also to sciences, innovation, music and cinema; moreover, the ECOC title would transform Pisa into a “laboratory” where new development models, based on culture and innovation, can be experimented. One subsidiary aim is to bring more

tourists into the city centre. Although Pisa is a city of art, the kingpin of the project is not the well-known, but rather a culture that can be felt in daily life, made up of cultural associations and libraries.

In their presentation the delegation highlighted the impact of Pisa airport. Its success greatly helps the city to be easily reachable, thus fostering the meeting among different nations' citizens.

The programme is called "Pisa, from the river to the sea, to Europe. Navigation between Tradition and Innovation" and describes different "navigation" streams: the navigation in space, from one place to the other; the navigation in time; the navigation through the areas of art, culture, science and professionalism. The navigation streams will be followed through within the three themes of the programme – culture, knowledge and innovation – that are viewed as the "seas" through which the journey/navigation will lead. The major projects included in the bidbook include exhibitions of ceramics, the Pre-Raphaelites, a project exploring new methods of cinematic and television production and a street theatre festival.

The proposed budget is €21m of which €16.5m is for programme expenditure. The City will contribute €3m, national government €6m and sponsors €3m.

The ECOC bid has the bipartisan support of the City Council. If selected, the ECOC will be managed by an Official Organizing Structure, an independent body. The Artistic Director has already been selected. He was unable to attend the presentation.

Panel Assessment

The Panel acknowledged the aims of developing the cultural activities in Pisa beyond the obvious world famous tourist attractions. The Panel felt that the European Dimension was not fully thought through with limited approaches to the diversity of cultures in Europe. With a main theme including the Mediterranean and the journey of discovery the Panel would have expected more partnerships in projects, engaging with citizens, (rather than only with professionals) with countries bordering the Mediterranean and emerging innovation across Europe. There was little evidence in the bidbook or the presentation on the degree of engagement with, rather than informing, citizens in the development of the programme which was heavily based on existing cultural institutions and their existing partnerships.

Ravenna

The delegation introduced the project under the theme of "Mosaics". Ravenna is renowned for its heritage mosaics but the term as a metaphor depicts a city as a "mosaic of cultures", its cultural richness and the networking between tiles as European cultures.

The programme is designed around a fractal pattern based on the metaphor the "Mosaic of Cultures". There are five main tracks (Cinquetracce): "from threshold to threshold", "I transform, therefore we are", "the dance of opposites", "imagine the imaginary" and "towards the open sea". These are then further divided.

The bid has been put together through a very participatory process involving 28 working groups, upwards of a 1000 organisations and open calls for ideas. As an example of citizens' engagement, the delegation pointed out that as well as the formal contacts with Bulgarian candidate cities a school class also visited the

country. The Darsena redevelopment scheme is the largest in Italy; it will become a smart district and devoted to culture. By 2019 the city will be transformed. The bid extends into the Emilia-Romagna region and all the municipal bodies have signed an agreement to work together. The bid team have developed relations with previous and future ECOCs.

The proposed budget is €45m of which €32m is for programme expenditure. The forecast contributors are the city, the region and the national government (25%, €9m each) and €7,5m from other cities and public bodies. Sponsorship is forecast at €9m.

If awarded the title the management of the ECOC would probably be given to a foundation supported by advisory committees. The bid foresees a joint artistic, democratic collective instead of a single Artistic Director.

Panel Assessment

The panel was impressed by the presentation and the energy and commitment to the project. The bid presented a clear and strong concept, based on the city's special features, which look forward an innovative model for a creative city. The Panel, noted the very high participation of citizens and cultural operators in the bid process and the aspirations in the project to maintain this collaborative element. On this regard, the Panel noted the actual governance structure because of its administrative capacity for running the future events and welcomed the future management structure. The bid presented projects related to new physical and cultural infrastructures as an opportunity to foster cooperation between cultural operators, artists and cities as well as to foster the participation of the citizens living in the city and its surroundings. This strongly met both the European Dimension and the city and citizens criteria. The Panel noted the representative projects in the bidbook and the presentation.

Reggio Calabria

The delegation of the city introduced the project as the "Gateway to the Mediterranean". The kingpin of the candidature is intercultural dialogue and valorization of European and Mediterranean cultural diversities. Cultural heritage will become more accessible by means of digitalization; a development model involving young generations will be implemented and the issue of immigration will be faced.

The programme would be developed if the city reaches the shortlisting stage. This would include contact with possible northern European partners. Current indicative events planned for 2019 were outlined in the bidbook. These include exhibitions of the region in the classical and medieval periods, a meeting of inter-religious dialogue in the Mediterranean cultures, street artists and an exhibition on the "Grand Tour". A key element would be a "House of Light", a comprehensive information centre (and digital) for tourists, artists and business on the region's attractions.

The proposed budget for the programme is €10.3m of which €75,000 is for programme activity and €7.1m for wages and administration.

The management of the ECOC would be under a "communal structure" supported by a technical-scientific committee. The Artistic Director would be recruited through an open call.

Panel Assessment

The Panel acknowledged the delegations' analysis of the challenges facing the region and their determination to change. The Panel felt that the programme as expressed in the bidbook is undeveloped at this stage. The Panel did not see any significant engagement with partners in other countries in the Mediterranean or within Europe which they would have expected at this stage. The Panel could not find a significant expression of the European dimension beyond recall of the past. The Panel heard limited evidence of active engagement with citizens in the bid preparation and during the ECOC programme beyond being participants and being potential audience. The Panel considered the proposed budget for programme activities is too small for the level and quality of an ECOC and especially in relationship to the proposed costs of salaries and administrative expenditure.

Siena

The delegation presented their bid as a representative of heritage cities across Europe: an ageing population, an economic crisis and the impact mass, and increasing, tourism. Siena needs to bring back the experience of creation into the fabric of community life. The future is about adaptation, foresight and courage and about learning. The ECOC aims to plant three seeds of change: "culture, health and happiness", culture and social (in) justice and "culture and smart tourism". The Piazza del Campo is not only symbol of local, well known heritage, but should also be a place for discussion and dialogue. The bid team have had extensive contact with other ECOCs.

The programme of the year develops from the buildup projects. The year's main theme is "performing heritage as transformational platform for learning and social innovation". A sample of major projects is outlined in the bidbook. All involve a high degree of partners from Europe and in many cases further afield.

The proposed budget is €72.5m of which €45m is for programme activities. The forecast contributors are the city (€6m), the region (€40m), the province (€4m), national government (€7.5m). Private sector sponsorship is forecast at €10m.

The ECOC will be managed by a foundation created if the bid is successful. The artistic director will be selected through an open call.

Panel Assessment

The Panel appreciated the depth and scope of the bid. There is a high degree of participation, of inclusion and the Panel noted the focus on people, though skills development, active engagement with the bid process and their understanding of their objectives of the ECOC programme. The panel noted the structure envisaged for the organization responsible for implementing the project, and the multi-level and multi-function coordination strategy. The bid demonstrated a good understanding of the "city and citizens" criteria. The European dimension was better presented in the bidbook where the panel noted the priority of learning from others as well as contributing Siena's own experiences. The Panel acknowledged the open discussion of the risks and obstacles in delivering the ECOC and the interim explicit objectives. A focus on the intangible heritage of civil societies was an interesting way of addressing the richness and the diversity of European cultures.

Siracusa ed il Sud Est

The delegation introduced the city as an “Eastern frontier, a gateway to Mediterranean and the Middle-East”. Siracusa had, over the last 10 years, undergone major transformation of the city centre but culture was not then a priority. The current bid has been created in 4 months after a new city council took over and following input from IBM. It has been led by volunteer groups. The bid emphasizes the region not just the city and is the first time the region has worked together on a project. The region suffers from marginality and is confronted with the challenge of high emigration.

The programme has three axes based on the idea of borders/frontiers. Axis 1, “Living on the frontier” would be about the relationship between the centre and the margins. Axis 2, “European frontiers” would discuss plurality and identity, axis 3, “cultural frontiers” would focus on territory and identity issues

Initiatives such as the International exhibition of craftwork, ceramic and art on the Eastern Frontier, “from Bulgaria to Maghreb”, will be realized in 2019. Archimedes is the symbol of the project, as he represents the unity of classicism and innovation: the proposed activities, in fact, show equilibrium between ancient and modern culture, that does not end in a celebration of classical tradition, but in its critical rethinking by means of laboratories and involving universities and schools. The candidature includes a wide territory as well as foreign nations, starting from Bulgaria, actively involved in actions concerning museums and concerts. Special attention is paid to relevant issues such as immigration and social integration.

The proposed budget is €47.5m of which €38.3m is for programme expenditure. The city has entered into an agreement with the superintendent of heritage sites to use ticket sale revenue of €1m annually to help finance the ECOC. The remaining funds are not yet secured.

The ECOC would be managed by a mixed consortium chaired by the Mayor of Siracusa. All participating cities in the region would have representation as shareholders. The Artistic Director would be recruited through an open call.

Panel Assessment

The Panel appreciated the short time the bid team has had to put a project proposal together. In particular it notes the success of creating a regionally based project with 19 municipalities working together. In the time available they have done a sound job. The focus on the Mediterranean and the Euro-Mediterranean cultural area is effective and some emerging projects show promise (for example the La Biblioteca Porto). However the proposal as presented is underdeveloped at this stage and more focused on mapping than on augmenting and differentiating the cultural landscape. The Panel considered that it was weak on the European dimension in sharing the diversity of cultures and the engagement of citizens has been limited. With the considerable number of culturally based restoration projections funded through the EDRF programme the Panel hopes the city will be able to implement much of its programme.

Taranto

The delegation introduced their bid under the title “Dolphins making love in the seas of Taranto”. The city is facing challenges around the conflict between the right to work and the right to quality of life as pollution is

high. The strategic urban regeneration project seeks to minimize the effects of VOX emissions as well as provide new jobs. The project, based on the image of Taranto as “bridge on the Mediterranean”, aims to regenerate the city in a European perspective. In the medium term the city would receive a new injection of confidence, participation and willingness to take up a challenge.

The programme would follow the general topics of “Taranto: from the myth to the project for its rebirth”, “Taranto: a European bridge on the Mediterranean Sea” and “Taranto: from the environmental disaster to the environmentally sustainable development of the city”. A few projects are outlined at this stage. The delegation highlighted the wall painting along the massive military zone wall, the conversion of former military areas into local cultural centres and projects relating to European and Mediterranean film. In the next period the delegation said they would be open to contributions from citizens and artists.

The proposed budget is €8.5m with €6.33m for programme expenditure. 79% of the programme would come from the public sector (city €1.9m, region €1m, national government €2.4m) and 21% (€1.7m) from the private sector. The city would use 20% of its usual cultural funds and beyond this none of the funds are secured.

The ECOC would be managed by a general director and art director with a network of agreements and committees to ensure coordination with the region and other mayors. The Art Director would be selected through an open call.

Panel Assessment

The panel appreciated the challenges facing Taranto and supported its efforts in its regeneration objectives. Many of the projects had the potential to meet the European dimension criteria if they were open to, and had been planned with, international partnership but in general the Panel considered that the programme was currently underdeveloped and rested on a very small budget for an ECOC. Plans to involve citizens at the next stage were positive but the Panel would have liked to have seen more engagement at this stage. The Panel had concerns on the feasibility of implementing the programme.

Urbino

The delegation introduced the ECOC programme based on the concept “Open Court” building on the legacy of Urbino in Renaissance times. Its slogan is “New Renaissance; the ideal shape to build up the future”. They noted that Urbino would be one of the smallest cities to hold the ECOC title, but this should be no barrier. The university has more students than residents in the city. The ECOC programme will extend to the neighbouring 238 municipalities in the Marche region. The bid team have developed strong partnership with one of the Bulgarian candidate cities (Sofia).

The ECOC programme is structured around six “icons”: “Raffaello”, to promote a reflection on the sense of art today; “The ideal city”, to rethink urban space; “The flagellation” on sacred mystery and spirituality; “The courtesan”, on the relation between the individual and the society; “the duke”, on intercultural dialogue; “Battista Sforza”, on the role of the woman. There are three themes: “according to the book products”; “mare nostrum” and “smart city smart culture” A key project will be the invitation to over 120 European personalities “Illustrious Men at Court” who will reside in the city for short periods. The

programme intends to endorse the cultural richness of southeastern Europe. A sample of possible projects was included in the bid book. An open call for project ideas is underway.

The proposed operating budget for the ECOC is €25m of which €12.5m is for programme expenditure, the remainder for marketing and administration.

The ECOC, if awarded the title, would be managed by a participatory foundation (subject to Italian public administration decisions). They have already appointed an Artistic Director.

Panel Assessment

The Panel recognized the strong commitment of regional and local authorities. The Panel appreciated the historical cultural legacy of the city and how this is intended to drive new cultural arenas in the city. The Panel considered, with the exception of possible small projects with partners in south-eastern Europe (including Bulgaria) the European Dimension is understated. The Panel felt there was a mismatch between the scope of the proposed programme and the edgy, innovative and youthful aspirations of the concept. They didn't see the impact of citizens engagement with the bidding process reflected in the programme outlines. The panel noted the strong presence in the bidbook, and in the presentation, of a group of distinguished supporters, but not of the involvement of citizens of the city, and of Le Marche. The budget is adequate although the percentage to marketing is significantly higher than normal in an ECOC and leads the panel to wonder if the project leans towards city branding. The timing of expenditure for the operating budget also appears strange with relatively little to be spent in the ECOC year itself.

Venezia con il Nordest

The delegation explained that the goal of the ECOC project was to build on the rich heritage of the region to create a major hub of European culture. The region, which would be the largest-ever ECOC region, is becoming a new metropolis, sprawling like Los Angeles. Venice puts itself at the service, and gateway, of the region; the bid will enable new models of governance across the region. Visitors would be encouraged to visit more of the region beyond Venice itself.

A key theme is “peace as the driver of economic and cultural development”. The programme, illustrated as a metro map, has nine pillars (integrated planning, quality tourism, regional mobility, access to territory, digital, green, contemporary restoration, exhibitions and events and “other”). The programme is also built around cardinal points and thematic lines (music, dance, heritage etc.). The delegation said the ECOC project seeks to cut red-tape holding back regional cultural tourism.

The delegation used as an example a project to coordinate the tourist offer, and public transport links, of the 90 Palladian villas in the region. The ECOC programme was not a project to create more buildings but info-points for tourists. One project is to invite all 26 ECOCs (2005-19) to form a network and an exhibition in 2019. In 2011 the ECOC team held a workshop with 6 of the candidate cities in Bulgaria and projects have developed. The bidbook outlines a future call for project proposals.

The forecast budget of the ECOC is €60m of which €40m is for programme expenditure. The bid does not foresee any call on national government funding. Over 70% is planned from the private sector, including the sale of television rights. If awarded, the ECOC would donate the Melina Mercouri prize to L'Aquila.

There are six founding partners from the city and regions/provinces supporting the bid. If selected, a legal entity will be formed to manage the ECOC programme. Coordination committees will harmonize the work between the partners in the region. The Artistic Director will be selected through an open call.

Panel Assessment

The panel appreciated the ambitious plans to open up the region for cultural tourists. The Panel found the priorities of the presentation to differ from those in the bidbook and was uncertain of the main aims. There was little indication of the engagement of citizens in the development of the bid. Whilst noting the regional aspects an ECOC is focused on a single city and the Panel was unclear how Venice with the problem of an excess of tourism, should believe that victory in the bid would enable them to divert tourists throughout the region without worsening overcrowding in the city itself. The European Dimension appeared to rest on Venice's past rather than projects to highlight and bring to attention the diversity of cultures in Europe (and indeed in the region) today. Although the main concept was based on the concept of "Peace" the ECOC is not highlighting the 1919/2019 centenary.

3. Recommendation to the Ministry of Culture on behalf of the Italian government.

After a thorough discussion of the bidbooks, the presentations and the subsequent answers, the Panel decided to recommend to the Italian government that it invites these cities to the final selection stage for the European Capital of Culture in Italy in 2019. The decision to invite cities to proceed, under Article 7 of the Decision, rests with the Italian government.

Cagliari, Lecce, Matera, Perugia, Ravenna, Siena

4. Recommendations to the shortlisted cities.

After a careful assessment of the bidding documents, the presentation and discussions during the question-and-answer session, the Selection Panel felt that the bids needed to be worked on intensely in order to reach the required level of quality of such a demanding event as the European Capital of Culture and to be successful. There is a considerable step-change between proposals at pre-selection stage and those at Final Selection.

Candidates cities are advised to review the assessments of the Panel noted above and refresh their understanding of the Decision and of the Guidance issued to candidates by the European Commission (Guida per le città candidate al titolo di "Capitale europea della cultura", <http://www.capitalicultura.beniculturali.it/index.php?it/104/pubblicazioni-materiale-informativo>). Candidates are also advised to review the formal evaluation reports of recent ECOCs, available on the European Commissions' website.

The focus of the final selection is the operating programme between 2015, when the ECOC will be formally designated and, in particular, the ECOC year of 2019 and the subsequent legacy. A city's previous cultural history and heritage may form a basis for this programme but plays no part in the decision.

The following points, raised by the Panel, apply to all six shortlisted cities:

1. **European Dimension.** At this stage the proposals are too inward looking in their local context in the city, region and Italy. The Panel would wish to see a greater deepening and widening of programmes to ensure the European Dimension was met. That a city is in Italy, in Europe and has a programme or existing cultural offer to attract tourists is not in itself a strong interpretation of the European Dimension. The focus is on seeking to broaden the understanding and awareness of the city's own citizens on the diversity of Europe's cultures and linking through projects with citizens in other countries.
2. **Citizens and the City.** The bidbooks should highlight in more detail how citizens, as well as cultural operators, have been involved in the development of the programme (rather than being informed) and how the programme has, and will be influenced by their concerns. It is expected that such engagement encompasses the wide range of citizens in each city. The bidbooks should also explain how the programme will raise the interest of citizens from abroad over and above the normal tourist offers of the city.
3. All six bids offer an interesting approach to the idea of ECOC, but nevertheless this remains a **cultural** capital. The six cities should work out their artistic programme more clearly indicating partners who have signed up and those who are still potential partners. If projects are planned to be funded from competitive programmes (e.g. Creative Europe) this should be indicated. Cities may wish to highlight their approach to digital content (not just social media promotions and interactions) as integral parts of their programme.
4. Candidates which involve neighbouring municipalities and regions should indicate how the artistic programme in each meets the European dimension and the city and citizens criteria as well as bring people in the region closer together.
5. Urban development programmes, general cultural heritage restoration projects and new cultural premises are useful as background and were very useful for the context at pre-selection. The final selection is more focused on those building projects which directly impact on the programme activities (e.g. a new cultural centre in a restored building which becomes a focal point for community arts projects contained in the programme).
6. Cities are reminded that the programme in the bidbook becomes a *de facto* contract for the award of the title. The subsequent Monitoring Panel will closely monitor variations from the programme and the successful delivery of the bidbook programme will be a major element in the discretionary award of the Melina Mercouri prize.
7. All bids should include realistic budgets for the operating programme including full details of the proposed sources of funding. An indication should be given on whether funding bodies have formally agreed to fund or have only indicated willingness at this stage. Shortlisted cities are

reminded that the Melina Mercouri prize is not automatic but conditional on set criteria being met during the monitoring phase 2015-2018. The finance section should indicate the external auditing arrangements.

8. The governance of the ECOC is a factor taken into account at the final selection. Candidates should indicate how their proposed structure is independent of any possible political changes between 2014 and 2019 and enjoys the support of all political parties in the participating municipalities and regions.
9. The Artistic Director plays a key role in all ECOCs. The selection, preferably through an open call, of the Artistic Director before the Final Selection and the successful candidates' appearance at the Final selection meeting, will be to their advantage. The same applies if a candidate proposes a collective artistic leadership. It is acknowledged that the appointment may be conditional on the outcome of the competition. The final selection panel will seek to establish a cities capacity to manage a complex project such as an ECOC.
10. At Final Selection stage the monitoring and evaluation plans of an ECOC are reviewed. All cities should detail in their bidbook their objectives, (both qualitative and quantitative) they seek to achieve and how these will be monitored from 2015 and through to and after the ECOC year. Cities may find the methodology used by Leeuwarden2018 (http://www.2018.nl/Portals/0/v4_ONLINE_BID2_LWD2018.pdf) a useful guide.
11. The Panel recommends that the Ministry issue guidance on any contribution from the national government so that all candidates may use the same basis. The Panel accepts that this will be a conditional arrangement.

5. Final selection

The Ministry of Culture will make the decision on the cities for the short-list in accordance with Article 7 of the Decision and will issue a formal invitation to them to submit revised applications for the final selection.

The deadline for submission of revised applications is 21 July 2014.

The final selection meeting will be held in Rome during October 2014. The Ministry will issue the exact dates.

Four members of the Selection Panel will pay a visit to the six pre-selected cities shortly before the final selection meeting to obtain more complete information for the final selection process. During the visits, the members of the Selection Panel will be accompanied by representatives of the European Commission and the Focal Point as observers.

The Panel will make a recommendation to the Ministry at the end of final selection meeting on the city to be awarded the title of European Capital of Culture in 2019. The decision to nominate a city in Italy to the title of European Capital of Culture in 2019 will be made by the Ministry.

Rome, December 2013

The Selection Panel:

Mr Steve Green – Chair

Mrs Emma Giammattei – Vice Chair

Mrs Lorenza Bolelli

Mr Gerardo Casale

Mr Paolo Dalla Sega

Mr Alessandro Hinna

Sir Jeremy Isaacs

Mrs Anu Kivilo

Mr Francesco Manacorda

Mr Jordi Pardo

Mr Norbert Riedl

Mrs Elisabeth Vitouch and Dr Manfred Gaulhofer (excused)