



APPLICATION
FOR THE TITLE OF “EUROPEAN CAPITAL OF CULTURE 2016”
TO BE COMPLETED BY CITIES APPLYING FOR THE TITLE

(This form should be filled in English)

This form will therefore be used at two stages in the competition - for pre-selection and then for final selection. For the final selection, all sections must be completed. Those which will already have been covered in the pre-selection stage must be completed and expanded on where necessary. Some questions require particularly detailed answers at the final selection stage, and they are indicated below accordingly: *“this question must be answered in greater detail at the final selection stage”*.

It is possible to attach additional documents in any form (for example the logo). These documents shall be used as a support and further explanation of the answers given in this form.

The sections to be completed are as follows.

I. BASIC PRINCIPLES

1. Why does the city which you represent wish to take part in the competition for the title of “European Capital of Culture”? What, for it, would be the main challenge of this nomination? What are the city's objectives for the year in question?
2. Explain the concept of the programme which would be launched if the city was nominated “European Capital of Culture”?
3. Could this programme be summed up by a slogan? *(the answer to this question is optional at the pre-selection stage)*.
4. Which geographical area does the city intend to involve in the “European Capital of Culture” event? Explain this choice.
5. Do you already have the support of the local or regional political authorities? Or are you planning to ask for their support at a later date? Explain.



6. How does the event fit into the long-term cultural development of the city and, where appropriate, of the region?
7. To what extent do you plan to forge links with the other city to be nominated “Capital of Culture”?
8. Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria (*this question must be answered in greater detail at the final selection stage*).

a) As regards **“The European Dimension”**, how does the city intend to contribute to the following objectives:

- to strengthen cooperation between the cultural operators, artists and cities of your country and other Member States, in all cultural sectors;
- to highlight the richness of cultural diversity in Europe;
- to bring the common aspects of European cultures to the fore?

Can you specify how this event could help to strengthen the city's links with Europe?

9. Explain how the event could fulfil the criteria listed below. Please substantiate your answer for each of the criteria (*this question must be answered in greater detail at the final selection stage*).

b) As regards **“City and Citizens”**, how does the city intend to ensure that the programme for the event:

- attracts the interest of the population at European level;
- encourages the participation of artists, stakeholders in the socio-cultural scene and the inhabitants of the city, its surroundings and the area involved in the programme,
- is sustainable and an integral part of the long-term cultural and social development of the city?

10. How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?



11. Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.
12. What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with:
 - cultural operators in the city?
 - cultural operators based outside the city?
 - cultural operators based outside the country?

Name some operators with whom cooperation is envisaged and specify the type of Exchange in question. *(The answer to this question is optional at the pre-selection stage).*

13. In what way is the proposed project innovative?
14. If the city in question is awarded the title of “Capital of Culture”, what would be the medium- and long-term effects of the event from a social, cultural and urban point of view? Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?
15. How was this application designed and prepared?

II. STRUCTURE OF THE PROGRAMME FOR THE EVENT

1. What structure does the city intend to give to the year's programme if it is designated “European Capital of Culture” (guidelines, general theme of the event)? How long does the programme last? *(This question must be answered in greater detail at the final selection stage).*
2. What main events will mark the year? For each one, please supply the following information: description of the event / date and place / project partners / financing. *(The answer to this question is optional at the pre-selection stage).*



3. How does the city plan to choose the projects/events which will constitute the programme for the year? (*The answer to this question is optional at the pre-selection stage*).

III. ORGANISATION AND FINANCING OF THE EVENT

1. Organisational structure

- 1.1 What sort of structure¹ is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities? (*This question must be answered in greater detail at the final selection stage, by enclosing in particular the statutes of the organisation, its staff numbers, the curricula vitae of those primarily responsible, information concerning its financial and management capacity, and a graph of the structure with comments on the respective responsibilities of the different levels*).
- 1.2 If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?
- 1.3 According to which criteria and under which arrangements has or will the artistic director of the event be chosen? What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action? (*This question must be answered in greater detail at the final selection stage*).

2. Financing of the event

- 2.1 How is the event budget to be organised? What is the total amount of resources earmarked for organising the “European Capital of Culture” year? What are the sources of financing and the respective importance of their contribution to the total? (*This question must be answered in greater detail at the final selection stage*).
- 2.2 Have the finance authorities of the city already voted on or made financial commitments? When will they do so?

¹ The structure mentioned above refers to the organisation liaising with the Commission, in particular during the monitoring phase, should the city be awarded the title of “European Capital of Culture”.

- 2.3 What is the total expenditure planned strictly for the programme of the event?
- 2.4 How much expenditure is planned for infrastructure (cultural and tourism infrastructure, including renovation)?
- 2.5 What is the plan for involving sponsors in the event? What is the estimated level of financial participation by sponsors?
- 2.6 According to what timetable should this expenditure be committed if the city receives the title of “Capital of Culture”? *(The answer to this question is optional at the pre-selection stage).*

IV. CITY INFRASTRUCTURE

1. What are the city's assets in terms of accessibility (regional, national and international transport)?
2. What is the city's absorption capacity in terms of tourist accommodation?
3. What projects are to be carried out between now and the year for which the city is applying for the title of “European Capital of Culture” in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work? *(The answer to this question is optional at the pre-selection stage).*

V. COMMUNICATION STRATEGY

1. What is the city's intended communication strategy for the “European Capital of Culture” event? *(This question must be answered in greater detail at the final selection stage, in particular with regard to the media strategy and the mobilisation of the public and the inhabitants. At the final selection stage, consideration must be given in particular to the partnerships planned or established with the written press and the audiovisual sector with a view to ensuring media coverage of the event and of the plans relating to this strategy).*
2. What proportion of the budget is earmarked for communication?



3. How does the city plan to promote the award of the Melina Mercouri prize if it receives it? (*Information on this prize is given in paragraph VI of the “Guide for cities” applying for the title of “European Capital of Culture”*). (*The answer to this question is optional at the pre-selection stage*).

VI. EVALUATION AND MONITORING OF THE EVENT

Does the city intend to set up a special monitoring and evaluation system:

- for the impact of the programme and its knock-on effects?
- for financial management?

VII. ADDITIONAL INFORMATION

1. What, in your opinion, are the strong points of the city's application and the parameters of its success as “European Capital of Culture” and what, on the other hand, are its weak points?
2. Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of “European Capital of Culture”? Please comment.
3. Please add below any further comments which you deem necessary on the subject of this application.