

Semināru cikls

Nākotnes radošās pilsētas



• Culture
Lab

artCēsis

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3. Culture-led, sustainable and smart urban strategies

3. Kultūrā balstītas ilgtspējīgas un viedas pilsētu stratēģijas



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Culture-led urban development:

Successful strategies
and long-term impacts of the
European Capitals of Culture



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European Capitals of Culture



- European Union programme, established in 1985
 - Awarded to 60 cities in 30 countries between 1985 and 2019
- Started as a recognition of established European cultural capitals, but only showed its capacity to make a marked difference by **linking cultural objectives with broader social and economic objectives**.
- From 2000, growing emphasis in the development of **integrated** strategies for city cultural management
 - Bridging cultural & economic sectors
 - Glasgow 1990, Liverpool 2008, Essen for the Ruhr 2010
 - Bridging city & region
 - Lille 2004, Luxembourg GR 2007, Ruhr 2010, Marseille-Provence 2013
 - Bridging event and physical / infrastructural developments
 - Genoa 2004, Pécs 2010, Tallinn 2011
 - Bridging cultural and social advancements
 - Bruges 2002, Lille 2004, Liverpool 2008, Istanbul 2010, Marseille-Provence

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European Parliament funded study



Study objectives

- To examine and interrogate the wealth of published material produced about respective ECoC hosts cities, in order to:
 - identify the most common strategies for success;
 - collate and review evidence of impacts and long-term effects from a cultural, economic, social and policy point of view;
 - understand the main recurrent challenges.

Study chapters

- History and development
- Bidding approaches
- Delivery approaches and success strategies
- Short- and long-term effects
- Challenges and areas of opportunity
- Conclusions and recommendations

Garcia, B. et al. (2013) *European Capitals of Culture. Success Strategies & Long Term Effects*. European Parliament



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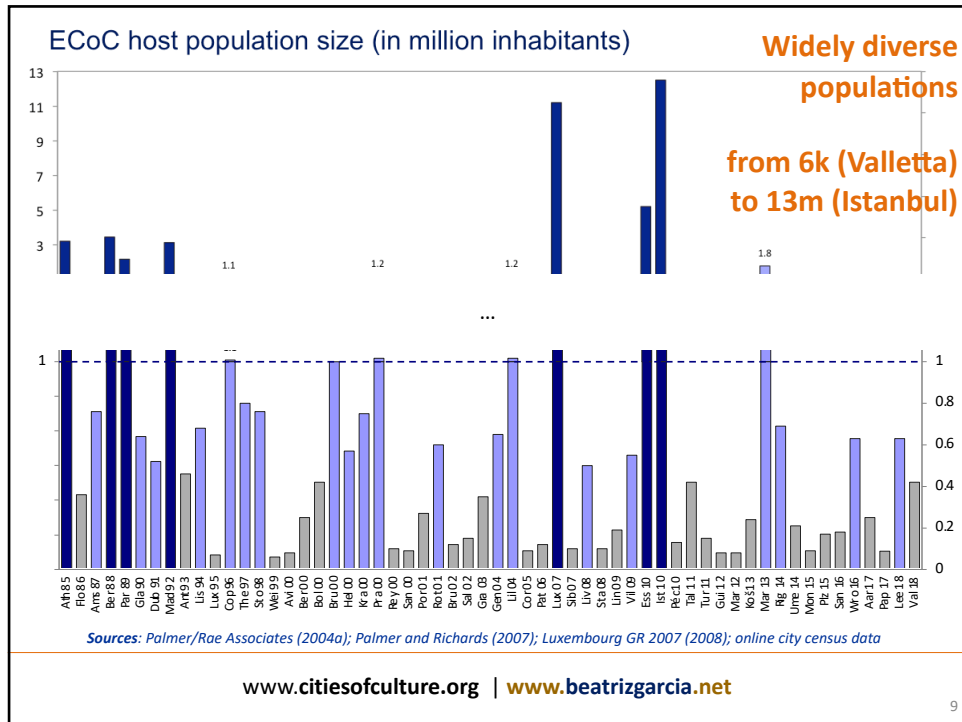
History & Development



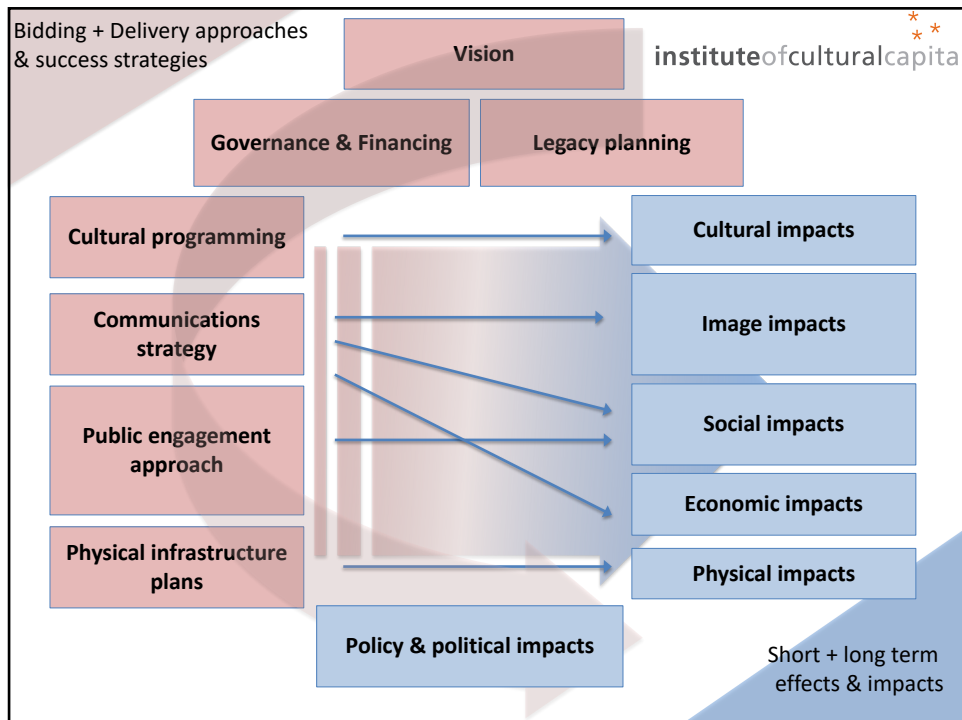
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60 ECoC host cities in 34 years			
1985-1996 12 hosts All Member States	<ul style="list-style-type: none"> Athens 1985 Florence 1986 Amsterdam 1987 Berlin 1988 Paris 1989 Glasgow 1990 	<ul style="list-style-type: none"> Dublin 1991 Madrid 1992 Antwerp 1993 Lisbon 1994 Luxembourg 1995 Copenhagen 1996 	
	<ul style="list-style-type: none"> Thessaloniki 1997 Stockholm 1998 Weimar 1999 Avignon, <i>Bergen</i>, Bologna, Brussels, <u>Kraków</u>, Helsinki, <u>Prague</u>, <i>Reykjavík</i>, Santiago de Compostela 2000 	<ul style="list-style-type: none"> Rotterdam & Porto 2001 Bruges & Salamanca 2002 Graz 2003 Genoa & Lille 2004 	
	<ul style="list-style-type: none"> Cork 2005; Patras 2006 Luxembourg GR & <u>Sibiu</u> 2007 Liverpool & <i>Stavanger</i> 2008 Linz & <u>Vilnius</u> 2009 Essen-Ruhr, <u>Pécs</u> & <i>Istanbul</i> 2010 Tallinn & Turku 2011 Guimarães & <u>Maribor</u> 2012 	<ul style="list-style-type: none"> Marseille-Provence & <u>Košice</u> 2013 Riga & Umeå 2014 Mons & <u>Plzeň</u> 2015 San Sebastián & <u>Wrocław</u> 2016 <u>Aarhus</u> & Paphos 2017; <u>Valletta</u> & Leeuwarden 2018 <u>Plovdiv</u> & Matera 2019 	
2005-2019 29 hosts 2 non-EU 10 new members			8

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Success Strategies



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ECoC Bidding approaches



- Growing profile of the bidding process, involving fierce national competition in recent editions.
- Common objectives:
 - raising the capacity/ambition of host cultural sector
 - raising profile & cultural appeal of city
 - using ECoC as catalyst for economic & social goals
- Bidding strengths:
 - broad stakeholder consultation & support
 - adequate levels of investment
 - high quality artistic programme

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ECoC Delivery strategies



Greater professionalisation of the hosting process over time leads to common strategies for success:

- Developing a **vision to transform the city** by using the ECoC as a catalyst for cultural, social & image change.
- Facilitating **cross-sector agendas** targeted at positioning host city and/or surrounding region.
- Creating a balanced range of **themed activity** to assist in the distribution of resources & marketing coordination.
- Growing **grassroots** activities & targeting engagement with **diverse** audiences; strategic **social** programmes.

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Cultural & image impacts



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Cultural & image impacts

- Significant effect on the city's cultural vibrancy by
 - strengthening both formal & informal networks,
 - opening up possibilities for new collaborations,
 - encouraging new work to continue
 - raising the capacity and ambition of the cultural sector
- Image renaissance for low (or negative) profile cities
 - attracting considerable media attention and enhancing local, national and international perceptions.
- Expansion of national ECoC related news cycle
 - Media interest in the ECoC and what it stands for has grown over time and covers a broader time spectrum, beginning at bid stage.
- Digital and social media dominance
 - Post 2010 hosts claim online news impacts above any other media.

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Social impacts



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Social impacts

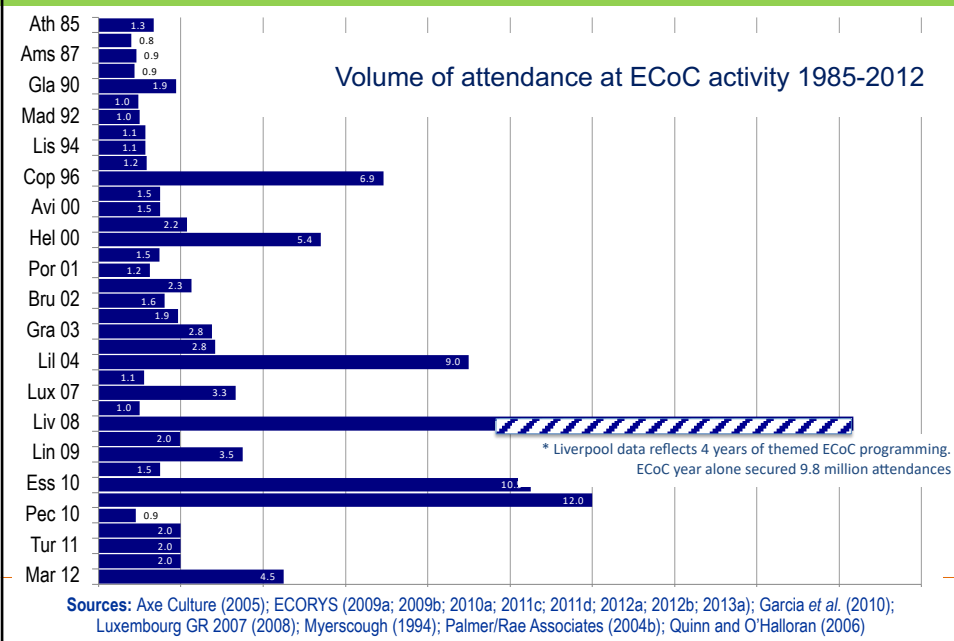
- Improved local **perceptions** of the city
 - Many recent editions claim that **50% to 90%** of their local population feel that their city is a 'better place' after having hosted the ECoC.
- Fostering local **pride** and a 'can do' attitude
- Increases the **volume and diversity in cultural audiences** during the ECoC year.
 - Hosts as diverse as Helsinki 2000, Luxembourg GR 2007, Liverpool 2008, Essen for the Ruhr 2010, Guimarães 2012 and Maribor 2012 claim that **over half** of their local population engaged with their ECoC programme.

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Social impacts



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Economic impacts

Immediate impacts

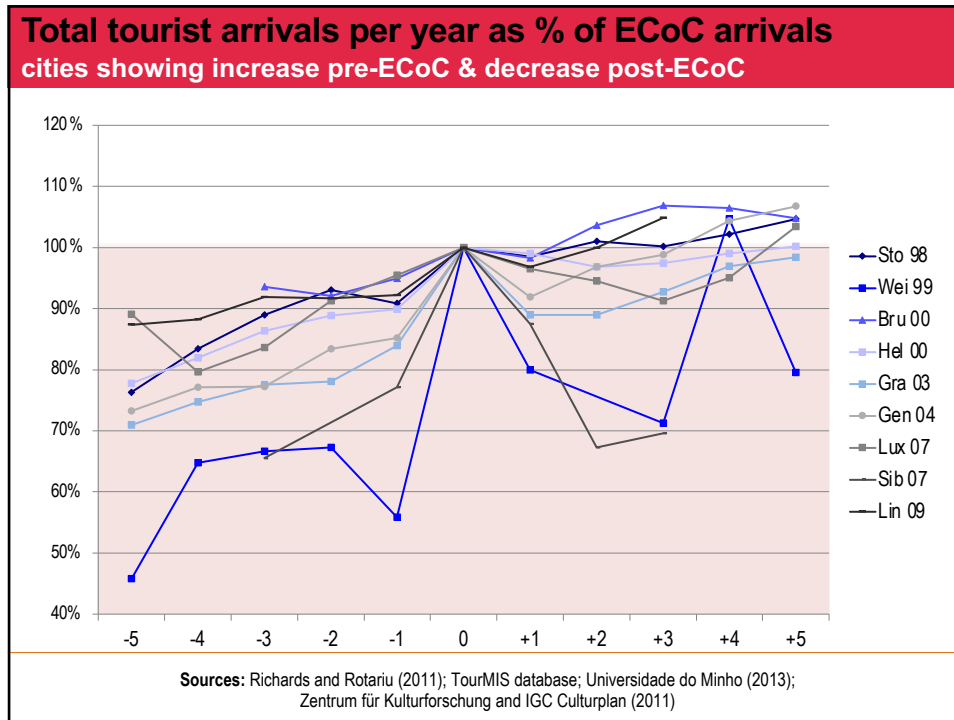
- Considerable effect on immediate to medium-term **tourism trends**, which, in turn, can have a significant impact on the city's economy.

Long-term effects

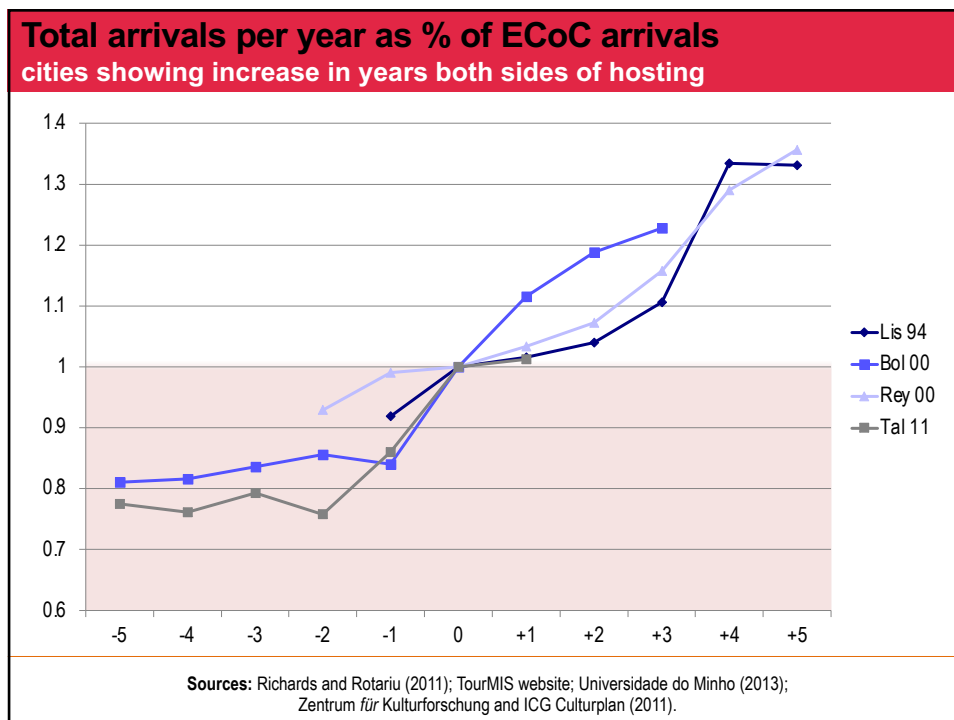
- Cities undergoing major repositioning during or post ECoC can sustain **growth in tourism visits and expenditure** in the long term.

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Conclusions



- After three decades, the ECoC Programme is one of the most visible and prestigious EU initiatives.
- It has become a key platform for city positioning and a catalyst for economic and cultural regeneration.
- Immediate cultural, social and economic impacts are common and the capacity to secure long-term effects, has grown in key areas such as urban image change and tourism development.
- This evidence of the stronger commitment towards sustainable legacy planning and ever more defined and locally sensitive vision statements.

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Thank You

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DIRECTORATE-GENERAL FOR INTERNAL POLICIES
POLICY DEPARTMENT
STRUCTURAL AND COHESION POLICIES

EUROPEAN
CAPITALS OF CULTURE:
SUCCESS STRATEGIES AND
LONG-TERM EFFECTS

STUDY

EN DE FR

Report by:
Beatriz Garcia
Ruah Moiville
Tamas Cse

Creating an impact:
Liverpool's experience as European Capital of Culture

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Q&A Laiks jautājumiem ...



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