



CULTURE FOR CITIES AND REGIONS - HOW TO BE INVOLVED FREQUENTLY ASKED QUESTIONS

What selection criteria will be used to select the 70 practices? Will you focus on a particular subject, size of a city, type of region, etc.?

The following criteria will be taken into account for the selection of the 70 practices:

- The strategic vision displayed in the practice
- Its impacts and innovative aspects
- The way culture is integrated into a broader urban or regional development plan
- The transferability of results
- The spatial dimension
- The balance between the different themes covered (cultural heritage, cultural and creative industries, culture for economic development, for urban regeneration, for social inclusion, social innovation, intercultural dialogue)
- The geographical balance

We welcome cities and regions of all sizes as the aim is to reflect the diversity of the European Union. The more balanced the catalogue is, the better.

What will be the main benefits for cities and regions participating in such a project? What other interests might have cities and regions to participate, except the increased notoriety that can be generated?

The concrete benefits will be of course an increased visibility as the project and its results will be widely disseminated. Another key objective of the project is to ensure transferability of results and long term results and impacts in cities and regions.

In the table below you can find expected benefits and impacts per activities:

| Activities of the project | Expected impact for participating cities and regions |
|---|---|
| Have a practice selected in the catalogue | Visibility |
| Hosting a study visit | Sharing experience and expertise Hearing from peers about experiences in other cities/regions Developing an international network of contacts Visibility Sharing challenges and results |
| Participate in a study visit | Learning from your hosts Hearing from peers about experiences in other cities/regions Developing an international network of contacts Share challenges and results |
| Being a coach | Sharing experience and expertise Offering independent support Developing an international network of contacts |

| | |
|---------------|--|
| | Visibility |
| Being coached | Benefiting from expertise, targeted advice and recommendations from a group of experts Sharing local issues and challenges Applying the learnings in the your local context Developing an international network of contacts |

Can you give more information about the reimbursement of certain costs?

Funding is available for study visits and coaching visits:

- For host cities and regions: catering and interpretation will be financed by the project
- For participants to study visits and coaching visits: reimbursement is available for travel and accommodation costs
- Costs linked to coaching by experts will be covered by the project

Is the participation to a study visit depending on the fact that the city or region has been selected in the group of 70 practices?

No, your city/region does not have to be one of the 70 practices to be able to attend study visits or to benefit from coaching.

However, if your city/region wants to host a study visit your city or region, it must have provided one of the 70 selected practices.

Once the list of host cities and regions is available (including dates, themes and descriptions), we will launch a call for interest for visiting cities and regions. Applications will be limited to 5 preferential choices for a maximum of 3 approved visits. In the application, your city/region will have to state their main interests for attending a visit, the expected impacts, the main thematic areas of interest etc. A specific template will be provided.

Please note that if your city/region is willing to be coached in 2016/2017, it will have to attend at least one study visit beforehand. It is therefore important to think about the coaching opportunity already in 2015, when the list of study visits will be unveiled (first list in April, second list in December).

Is it already defined how the coaching will be organised? Do you have to be part of the initial selection to have access to the coaches?

Coaching visits are meant to assist with the process of sharing experiences and knowledge and exchanging good practices between cities and regions. Coaching visits will be a unique opportunity for cities and regions to benefit from expertise, targeted advice and recommendations.

Coaching will be provided to 10 cities or regions that have previously participated in at least in one of the 15 study visits.

The coaching team will be composed of experts and of representatives of cities and regions. These will be selected following a call for interest. They will share their knowledge and deepen working relationships with the coached cities and regions.

Two rounds of calls will be launched in January 2016 and July 2016 to invite interested cities and regions to apply for individual coaching or to apply to be coaches. Specific application templates will be available in due course.

What kind of governance structure can answer the call for practices? Is it only for regions as such or all kind of administrative level? Are intermediary structures (such as associations, foundations etc.) eligible to submit practices?

We have used the general definition of cities and regions, but there are many different governance structures in Europe. We are looking for practices where investing in culture has contributed to local or regional development, and we are rather flexible on the means used (including governance structure) to achieve that.

The project focuses on delivering useful information for local and regional authorities and on providing practical tools for them to make the most of their cultural investment for local development.

Because of this focus, public administration has to be involved in answering the call for practices, so we suggest that intermediary structures (foundations, associations, etc...) in charge of implementing cultural policies in a given territory liaise with their local authorities to submit a practice which best fits with the project.

Is it possible for cross-border structure (such as EGTC- European grouping of territorial cooperation) to submit a practice?

If the practice answers all the selection criteria, it will be very interesting to have a territorial cooperation example in the catalogue, as long as the structure is entitled to actually implement policies and support projects.

How do you understand "culture"?

We understand culture in its broad definition. The dimensions of the submitted practices should cover:

- Cultural heritage
- Cultural and creative industries
- Culture for social inclusion, social innovation and intercultural dialogue

What do you understand by 'cultural and creative industries'?

By cultural industries we understand those industries producing and distributing goods or services which at the time they are developed are considered to have a specific attribute, use or purpose which embodies or conveys cultural expressions, irrespective of the commercial value they may have. Besides the traditional arts sectors (performing arts, visual arts, cultural heritage - including the public sector), they include film, DVD and video, television and radio, video games, new media, music, books and press. This concept is defined in relation to cultural expressions in the context of the 2005 UNESCO Convention on the protection and promotion of the diversity of cultural expressions.

Creative industries are those industries which use culture as an input and have a cultural dimension, although their outputs are mainly functional. They include architecture and design, which integrate creative elements into wider processes, as well as subsectors such as graphic design, fashion design or advertising

How do you understand 'cultural investments'?

By cultural investments we mean any kind of investment in the cultural and creative sectors categorised as follows (with a particular focus on investments for which the local/regional authority is directly responsible):

- Capital investment (infrastructure): cultural facilities, creative clusters/hubs, art in public spaces, public measures incentivising private investment in cultural facilities
- Grants / support to non-infrastructure projects: awards /prizes, events / festivals, funding for businesses (direct and indirect), cultural organisations/associations, pilot projects, public measures incentivising private investment in cultural and creative projects
- Operating costs (administrative expenses): functioning of existing services, cultural facilities operated by the city/region, staff costs for cultural services, subcontracting expenses (consultants)

Can a city or a region submit more than one practice?

Yes it is possible, as long as the practices meet the selection criteria. However, it is very likely that we only select one per city/region.

Do you plan to organise a final event to present the results and findings at the end of the project?

A closing event will be organised by the European Commission, if possible in correspondence with some key Commission event in the field of culture or urban development (such as for instance the European Culture Forum or Open days).

Which cities and regions can participate to the project?

Applications are opened to all cities and regions covered by the Creative Europe programme. The list of eligible countries is available under this link:

http://ec.europa.eu/programmes/creative-europe/opportunities/documents/eligible-countries_en.pdf

In the documents it is written that about 10 representatives of cities or regions will attend a study visit. How will these be selected?

We will organise 15 study visits with 20 participants in each visit: 2 representatives from 10 cities or regions. Cities and regions willing to participate in a study visit will have to answer specific calls for participation (official application) that will be launched in April and December 2015. Applications will be open to all cities and regions covered by the Creative Europe programme. The consortium, together with the experts, will be responsible for the matchmaking and the final choice of participants. Matchmaking between host cities/regions and cities/regions willing to attend visits will be done according to the specific needs expressed by cities/regions in the call for participation.

May a European Capital of Culture Foundation submit its operations as a whole as a practice, or are you looking for smaller-scale practices (in which case a number of projects managed by the ECOC Foundation may be applicable)?

It is possible to submit single projects as well as broader umbrella programmes. But keep in mind that a local/regional authority has to be involved in answering the call, and we are looking for initiatives that are demonstrating actual results, so there are lessons to learn for other cities and regions.

What kind of cost a city or region hosting a visit will have to cover?

There is available funding for catering and interpretation in the project, so the costs incurred for the hosting city or region would rather be in terms of human resources to prepare the study visits, which we cannot remunerate through the project. Other costs to be covered by the host can include local transportation (i.e. for site visits) or meeting room rental (when necessary).

What kind of project are you looking for? Can we submit projects in the cultural sector as well as project with a more economic impact?

We are looking for any kind of practices where cultural investments contributed to local development in a city or a region.

Just remember that the example from your city must address at least one of the following themes:

- Cultural heritage as a driver of economic growth and social inclusion
- Cultural and creative industries as motor for urban regeneration and economic vitality
- Culture for social inclusion, social innovation and intercultural dialogue

What exactly do you mean by "target beneficiaries" in the questionnaire?

Target beneficiaries are those benefitting from the project, for instance participants or specific target groups, or even the city or region itself.

When are the deadlines for the different activities?

| | What? | When? |
|--------------------------------|---|--------------------------|
| Publication | Call for practices | Open until February 20th |
| Study visits in cities/regions | Restricted call for host cities/regions | End of March 2015 |
| | Calls to attend study visits | April and December 2015 |
| Coaching for cities/regions | Call for coaches | January 2016 |
| | Call for cities/regions willing to be coached | January 2016 |

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