EUROCITIES and KEA, in partnership with ERRIN, manage Culture for Cities and Regions, a European Commission initiative funded by the Creative Europe programme to support cities and regions in making sound investments in culture. The project started in January 2015 and runs until September 2017.

A unique opportunity for cities and regions to learn from each others

Investment in culture is broadly recognised as a key element in urban and regional development strategies. The presence and quality of cultural activities is a major factor of attractiveness of a city and a measure of quality of living.

Culture for Cities and Regions aims to examine existing practices of culture as a key element in local and regional development strategies. It also enables the exchange and transfer of knowledge, to better understand successful examples of cultural investment, and to go into the details of policy planning and implementation.

Three main dimensions are explored:

- culture and the creative industries for local economic development and urban regeneration
- cultural heritage as a driver for economic growth and social inclusion
- culture for social inclusion, social innovation and intercultural dialogue

Beyond a “simple” exchange of experiences, Culture for Cities and Regions ensures a real impact and a meaningful transferability of local practices. About 150 cities and regions of all sizes have gained visibility at the European level and directly benefitted from the initiative through their active involvement in study visits and coaching activities.

What is it about?

During this three-year initiative, we:

- have produced a catalogue of 71 case studies
- organised 15 thematic study visits all around Europe
- will provide expert coaching for 10 selected cities/regions

For all activities we are working with a group of external experts. All activities lead to policy recommendations that will feed in the European Commission work.
### Important dates and outcomes

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<th>What?</th>
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| **Catalogue of case studies** | 71 case studies from cities and regions with a specific focus on impacts and transferability | All case studies are available to download on the Culture for cities and regions website | 18 regions  
25 capital or large cities  
28 small and medium cities  
Case studies sent to 158 MEPs originating from cities and regions displayed in the catalogue |
| **Study visits in 15 cities and regions** | 15 study visits in: Nantes, Wallonia, Nord-Pas de Calais, Bologna, Dundee, Birmingham, Porto, Helsinki-Espoo, Lodzkie, Sofia, Antwerp, Aarhus, Barcelona, Regensburg and Vilnius | Running from September 2015 to June 2016 | 3 calls for participants  
422 applications to attend study visits  
114 selected cities and regions |
| **Expert coaching for 10 cities and regions** | Calls for cities and regions willing to participate in the coaching activities | Launched in April 2016 | 22 applications to benefit from expert coaching  
9 applications to act as a coach |
| 10 coaching visits in: Angers, Belfast, Bratislava, Chemnitz, Friuli Venezia Giulia, Kalamata, Kaunas, Leeds, Loulé, Oulu | Running from October 2016 to June 2017 | 10 reports with concrete action plans and recommendations will be produced by the Culture for cities and regions coaching teams |
Learning needs from cities and regions, identified through CCR

NEW PARTNERSHIPS
- Developing new partnerships, cross-sectoral work and strong stakeholders relationships
- Partnerships between culture and education, nourishing creativity and retaining talent
- Improving connections between cultural organisations, incl. museums

INCLUSION
- Foster social inclusion through culture, including newcomers (refugees)
- Attracting new audiences
- Working with local communities and residents, increasing participation, bringing culture outside city centres (including in ‘difficult areas’), guiding people to culture

CO-CREATION – REACHING CITIZENS
- Developing ownership and participatory approaches to culture-led development: co-design of cultural agendas

FINANCIAL AND NON-FINANCIAL RESOURCES
- Diversifying funding for culture, working with private stakeholders
- Providing non-financial support / Low budgets - smart actions

BUILDINGS AND SPACES
- New uses and temporary uses of buildings, economic diversification and regeneration through heritage

EVIDENCE – MEASURING IMPACTS
- Evidence and demonstration: collecting impacts to inform policy making, evaluation methodologies.
- We mainly collect quantitative impacts; we should collect more personal stories and experiences

VISION AND POLITICAL SUPPORT
- Convincing politicians that investing in culture is smart

For more information
- Check our website: www.cultureforcitiesandregions.eu
- Follow us on Twitter #Cultureforcitiesregions
- If you have any further questions, please do not hesitate to contact Cécile Houpert: cecile.houpert@eurocities.eu
Did you know
...that Helsinki and Espoo work together to foster artistic and cultural experiences in schools?

Did you know
...that the culture-led regeneration of the 'island of Nantes' will host more than 1,000 creative jobs by 2018?

Did you know
...that the economic impact of the Contemporary Art Torino Piemonte programme is estimated at €3.7 million?

Did you know
...that Sofia has a fund for innovation to foster public-private investment in culture?

Did you know
...that Lille welcomes 40% more visitors now than before it was European Capital of Culture in 2004?

Did you know
...that the gaming industry in Utrecht has generated a revenue of over €6.6 million since 2008?

Did you know
...that Rennes Metropole has a scheme to improve access to culture for people on low incomes?

Did you know
...that Porto's bank of material collects traditional building materials that citizens can use for free to renovate building facades?
Did you know...that the Red Star Line Museum in Antwerp generates a direct income of more than €1 million a year?

Did you know...that nine disused spaces in Barcelona have been transformed into art factories, supporting creativity, innovation and talent?

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