



EUROCITIES-CULTURE FORUM

STRATEGY PAPER

1. The Role of the Culture Forum

The role of the Culture Forum in Eurocities is to promote collaboration and concrete cooperation between cities and their use of culture to shape the Europe of tomorrow. This is currently happening under three strands, focusing upon:

-CULTURAL ENTITLEMENT

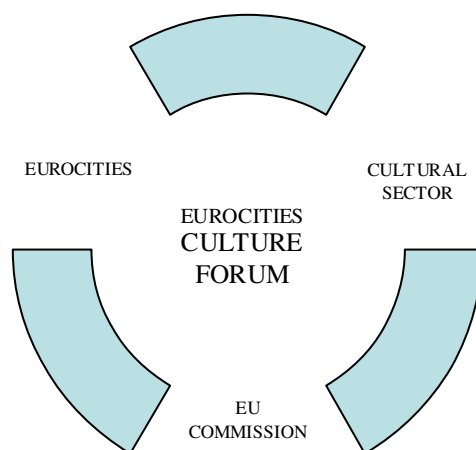
- The use of culture as a vehicle to promote better understanding between people and to tackle major areas of concern like community cohesion, social inclusion and diversity issues. The cities, through the use of visual arts, the organization of festivals, the promotion of theatre, poetry, dance, and music has enriched and underpinned European society in a truly proactive way, ensuring for the most vulnerable and the most disadvantaged have the opportunity to take part in the cultural life of the cities.

-CULTURAL ECONOMY

- The use of culture as the new means of innovation, research and particularly entrepreneurship in relation to the ongoing development of the cultural sector and cultural tourism as a major source of employment and investment opportunity. A possibility for the cities to raise their profile and increase their competitiveness at EU level.

- CULTURE NETWORKING

- The development of more effective linkages between the major EU institutions, organizations, stakeholders and the Culture Forum itself to develop effective projects which will benefit the local economy. Particular attention is directed to establish long term linkages with the EU Commission and the Directorate General on Education and Culture.



2. Forum Meetings

During the Forum meetings, the city members of the Culture Forum have the chance to exchange ideas and best practices which have been developed at community level and to establish projects which can involve all or just a smaller group of Members. During 2007 a series of meetings have been planned to take place in:

- **Nantes, March 7/10:** This meeting will consist of a joint meeting between the Culture Forum and the Economic Development Forum. The theme of the meeting concerns with the role of cities in developing the creative and cultural economy with a particular focus on the plans expected to be put in place for the Intercultural Dialogue Year 2008. The meeting will be attended by the DG for Education and Culture.
- **Dublin, June 14/15:** This meeting will focus on Cultural Tourism
- **Bergen, October 18/21:** Theme of the meeting TBC

3. The Culture Forum Working Groups

- The Working Groups involved in the Culture Forum constitute the heart of the Culture Forum itself and represent the fundamental components that take forward the CF Agenda. The development of synergies between the CF Working Groups and

the other WG of various Forums in EUROCITIES will enable the achievement of important outcomes, responding both to the specific and current EU policies issues and to internal development strategies in the Eurocities organization.

They mainly focus upon 3 important aspects of culture:

- The economic value of culture, particularly with regard to the relationship between culture and its funding resources: a particular attention will be given to the way new funding strategies might be developed to reinforce and promote further linkages between culture and the public/private cultural/economic sector.
 - Resourcing of Culture
- The intrinsic value of culture and the way it could be further developed promoting an overlap of knowledge and best practices among the cities on current culture diversities issues and projects.
 - Agenda 21 for culture
- The “young people” component and their real involvement in culture at different levels of society: to stimulate and reinforce their entitlement to culture and their understanding of being Europeans overcoming the barrier of cultural diversities.
 - Young People and Culture

RESOURCING OF CULTURE

Objectives: The working group addresses important issues around the future resourcing of culture in the major cities and the way new thinking and innovative actions might be stimulated and implemented through the support of the WG itself. Particular attention is therefore concentrated upon access towards new forms of finance, management systems, models of governance and potential private sector partners. The linkage between culture and the creative industries as well as between culture and the classical cultural sector (theatres, museums, galleries, etc) will represent the fundamental starting point to foster the debate and the exchange of best practices between the cities.

Actions: Preparation, completion and distribution of questionnaires which will be undertaken by the cities. This aims to ensure the collection of important information and data which will be used for implementing new strategies for resources funding. Furthermore, the preparation and development of applications to specific calls for funding as FP7 and URBACT will constitute a relevant part of the WG tasks.

Outcomes: The collection of examples of different types of funding models and financial incentive schemes and their presentation during the CF. To influence the policy makers at EU level.

AGENDA 21 FOR CULTURE

Objectives: Research of new strategies and the exchange of best practice among the cities to strengthen social cohesion and social inclusion at EU level. The delivery of recommendations that will help to influence the European Commission and assist constituent cities with policy development.

Actions: The collection and dissemination of cities' experiences dealing with Agenda 21 for culture and the production of documents collecting these experiences.

Outcomes: The dissemination of the outcomes will be directed towards the local level and the cities' communication channels;

YOUNG PEOPLE AND CULTURE

Objectives: To foster dialogue with and between young people and to increase both the young people's participation in the cultural life of the cities and the young people's own creativity. In doing so, particular attention will be given to develop new strategies to overcome situations of disaffection experienced by young people in being actively part of the cities culture circuits.

Actions: The development of new strategies to enhance a much better and more effective communication among disadvantaged young people and the cultural sector. The year of Intercultural Dialogue 2008 will be a good starting point for addressing new projects which might see young people truly entitled to the benefits of culture. Common work could be developed jointly with the "Inclusion through education" WG of the Social Affairs Forum.

Outcomes: The main outcomes would be disseminated on the Eurocities website, Youth Forums, etc. and would aim to increase participation by young people in the life of their cities.

IT IS RELEVANT TO REMEMBER THAT THE CF IS CURRENTLY WORKING ON THE CREATION AND PROMOTION OF NEW WORKING GROUPS, WHICH WILL BE THE SUBJECT OF DISCUSSION DURING THE NEXT SCHEDULED MEETING, PLANNED FOR MARCH IN NANTES. AREAS BEING CONSIDERED ARE:

- Culture accessibility and entitlement taking into consideration all aspects of accessibility (social, cultural, intellectual, physical, and financial), policies and action plans of the cities.
- Response to the forthcoming Communication on the role of culture in Europe, launched by the EU Commission, that will be published in Autumn 2007 (Potential draft of a political "manifesto" for the CF).

4. Contribution to UE policy processes

- **Participation in the public hearing “Culture, a Sound investment for Europe” on 4 December 2006 in Brussels:**
The contribution of the Culture Forum was extremely well received and subject of discussion during a meeting with DG Education and Culture (EAC). The Director of the Culture and Communication Directorate in DG EAC Vladimir Sucha and Xavier Troussard, Head of the Culture Unit at DG EAC underlined their interest on giving to culture a higher profile and in cooperating with the CF on various issues, including culture and creative economy as source of investments opportunities and economic growth. These issues have been subject to discussion during a meeting in January 2007 and will be further developed in the EUROCIDITIES answer to the forthcoming communication of the European Commission on “the role of culture”. The communication is expected for spring 2007 and the EUROCIDITIES answer will be drafted by next autumn.
- **Active contribution to the European Year of Intercultural Dialogue 2008 through the EUROCIDITIES Task Force on Intercultural Dialogue:**
That was created in order to develop a project proposal to be submitted to the European Commission. The Task Force will meet in April 2007 and prepare contributions for the coming year 2008 -Through its active participation to the EUROCIDITIES Task Force on Intercultural Dialogue, the culture Forum will elaborate a project proposal to be submitted to the European Commission in the framework of the European Year of Intercultural Dialogue 2008. The EUROCIDITIES project proposal will be submitted by the end of June 2007.
- **Participation in the Berlin Conference 7-8 June: Conference “Europe-Power-Culture” under the German EU Presidency- PLANNED.** The work being done by the Culture Forum will be presented to stakeholders from the culture sector from all over Europe.

5. The Culture Forum within EUROCIDITIES

Contribution to Eurocities Work Programme:

The CF looks at the major themes defined in the Eurocities Work Programme 2007 as a guideline and a source from which developing relevant policy strategies. In this respect, CF focuses particularly on two strands: firstly on the Demographic Change and Inclusion theme mentioned in the EUROCIDITIES WP 2007 and secondly on Integrated Urban Development and Economic Growth. A particular attention will be addressed toward cities and the way these issues might differently affect the lives of European citizens, both at local community level and in neighbourhoods.

Indeed, cities are currently asked to deal with issues such as economic development, migration, poverty and social inclusion where the development of cultural policies seems to represent a relevant and appropriate answer for them to tackle those issues. The CF is particularly keen on the necessity underlined by the Eurocities WP 2007 for cities to become creative, inclusive and much more sustainable in order to improve the quality of life of present and future

generations. For this reason and to achieve these important goals, the CF has planned a:

- **Contribution through the Task Force on Intercultural Dialogue:**
Following the CF response to the “Calls for ideas” launched by the Commission in July 2006 on promoting Intercultural Dialogue, considered as one of the most outstanding answer (according to the Head of the Culture Unit in the EU Commission), the CF is preparing its important contribution to the Intercultural Dialogue Year 2008. This contribution will be finalized through the potential development of a project and of a European-wide campaign, with the possibility for each city to place and brand their main cultural event as “European Year of Intercultural Dialogue”.
- **Economic Development Forum:**
A joint statement by the Economic Development Forum and the Culture Forum on the contribution of culture and creative industries to economic growth and competitiveness will be sent ahead of the European Spring Council 2007
- **Social Affairs Forum:**
Common work could be developed jointly with the “Inclusion through education” WG of the Social Affairs Forum and on the Intercultural Dialogue issues.

6. The CF networking activities

The development of networking activities represents an important ongoing process of the CF Working Programme 2007. The creation of networks is indeed one of the most effective ways to increase and improve the policies strategies of the CF and the consecutive outcomes which will be successfully implemented through them. On this subject the CF realized how important it is to reinforce and further develop the relationship with:

- **The EU Commission and particularly with the Commission’s Directorate General for Education and Culture, with a strong accent on the preparation for the Intercultural Dialogue Year 2008.** The cities will be potentially involved in a massive project and campaign regarding the way that Intercultural Dialogue is understood through different cities’ perspectives.
- **The EU Parliament and its members**
- **The Committee of the Regions**
- **East Midlands Development Agency in Brussels: this will be used to strengthen and develop stronger relationship between the CF and the EU institutions in Brussels**
- **Developing linkages with other cultural institutions and organizations**
The current CF working activities focus upon the involvement of the cultural sector taking in consideration both the public and private spheres, with a particular openness towards the private one. The necessity of enhancing and embracing the development of new entrepreneurial businesses, as in the creative industries area, shows the need for subsidies/funding from different sources.