

**REPORT  
ON THE NOMINATIONS FROM  
LUXEMBOURG AND ROMANIA  
FOR THE EUROPEAN CAPITAL OF  
CULTURE 2007**

**Issued by  
The Selection Panel for the European Capital of  
Culture (ECOC) 2007**

**April 2004**

This report was written on the basis of the meeting of the Selection Panel on 5<sup>th</sup> April 2004. The report is addressed to the European Parliament, the Council, the European Commission and the Committee of Regions.

## **Background**

The European Cities of Culture initiative, which is a major activity by the European Union, is a way of bringing together people involved in culture from the European Union and other European countries. The objective is to highlight the richness and diversity of European cultures and the features they share, as well as to promote greater mutual acquaintance between European citizens.

“The European City of Culture” was launched in 1985 by the Member States meeting in the Council on the initiative of Mrs. Melina Mercouri. Since then, the event has grown in popularity every year and is now well known to European citizens. For each year from 1985 until 2004 at least one European city has been awarded the title of European City of Culture. In 2000, as a tribute to the new millennium, a total of 9 European Cities of Culture were designated.

In intergovernmental and community texts, the “European Cities of Culture” changed to “European Capitals of Culture” (ECOC) with the Culture 2000 programme. The cities themselves have often used the title “Capital”, with an exception of the cities for the year 2000 when, because of the large number of designated cities, they preferred the title “City”.

Until 2004, the European Capitals of Culture were designated by the Council on the basis of intergovernmental cooperation. Decision 1418/1999/EC of the European Parliament and of the Council established a Community action for the European Capital of Culture event for the years 2005 to 2019. By this decision, a *new nomination procedure* was installed. Each year, one city of a Member State shall be designated as European Capital of Culture, in turn, following a list annexed to the decision.

For the year 2005 onwards, the *nomination procedure* for member states is as follows:

- The national authorities of the relevant country nominate one or several cities. The nomination or nominations are notified to the European Parliament, the Council, the Commission and the Committee of the Regions by the Member state concerned four years before the event is due to begin.
- A selection panel issues a report on the nomination or nominations judged against the objectives and criteria specified in the decision. The report is submitted to the Commission, the European Parliament and the Council.
- The European Parliament may forward an opinion to the Commission on the nomination or nominations within three months after the receipt of the report.

- The Commission gives a recommendation on the designation of the Capital of Culture to the Council. The recommendation takes the opinion of the Parliament and the selection panel's report into consideration.
- The Council officially designates the city in question as the European Capital of Culture for the year in which it has been nominated.

In addition, Article 4 of Decision 1418/1999/EC allows for a European non-member country to participate in the action. Thus, any such country may nominate one city as a European Capital of Culture and should notify its nomination to the European Parliament, the Council, the Commission and the Committee of the Regions. The Council, acting unanimously on a recommendation from the Commission, shall officially designate the nominated city as a European Capital of Culture for the year concerned, bearing in mind the desirability of four year's preparation time.

According to Article 2 of Decision 1418/1999/EC, the *selection panel* shall be composed of seven leading independent figures who are experts on the cultural sector, of whom two shall be appointed by the European Parliament, two by the Council, two by the Commission and one by the Committee of the Regions.

### **The selection panel:**

By written procedure number E/2723/2002– on the basis of the draft Decision C(2002)5494 – the Commission appointed on 30<sup>th</sup> December 2002 Mrs Camilla Lundberg and Mr Nikos Panayotopoulos .

The Council approved the two Council appointed members, Mr José Antonio Jáuregui and Mr Julius Nørbo, on 11<sup>th</sup> November 2002. The two candidates had been nominated by the Spanish and the Danish Council presidencies, in accordance with the Council Decision of the 17<sup>th</sup> December 1999 on appointment by the Council of the members of the selection panel for the 'European Capital of Culture' Community action (2000/C 9/01).

The Committee of the Regions presented their appointed member, Mr Henning Jensen, by their letter of 20<sup>th</sup> December 2002 from President Albert Bore to Commissioner Viviane Reding.

The European Parliament nominated Dr Olaf Schwencke and Ms Veronica Ratzenböck by their letter of 29<sup>th</sup> January 2003 from President Pat Cox to President Romano Prodi.

## **Candidates for 2007**

The Luxembourg nomination of the city of Luxembourg and the Greater Region as the European Capital of Culture 2007 was presented to Commissioner Viviane Reding by letter on the 23<sup>rd</sup> December 2002 from the Luxembourg Minister of Culture High Education and Research Ms Erna Hennicot-Schoepges, on behalf of the Government of Luxembourg, referring to annex I of the above mentioned Decision.

On the initiative of the Commission, the panel members were invited to a meeting on the 14<sup>th</sup> May 2003 in Brussels, to debate on the proposal made by Luxembourg.

At this stage, the panel could not approve the candidacy as it stood. The panel delivered some advice to improve the proposal in accordance with criteria laid down in article 3 and annex II of the Decision. It highlighted the lack of provisional budget in the proposal. It decided to meet again once a modified proposal achieved.

As mentioned in the letter from Ms Erna Hennicot-Schoepges to Commissioner Viviane Reding of 28<sup>th</sup> July 2003, the Commission received a modified proposal on 16<sup>th</sup> February 2004, and forwarded it to the selection panel.

In the mean time, Ms Erna Hennicot-Schoepges forwarded to the President of the Council a letter from the Romanian Minister of Culture and Religions Mr Razvan Theodorescu dated 8<sup>th</sup> January 2004, in which he gave notice of the will of Romania to submit the proposal of Sibiu/Hermannstadt (Romania) for the title of a European Capital of Culture 2007, in accordance with article 4 of the Decision.

The Commission received a bid from Sibiu/Hermannstadt on 18<sup>th</sup> March 2004, and forwarded it to the selection panel.

## **Meeting of the selection panel in Brussels, 5<sup>th</sup> April 2004**

On the initiative of the Commission, the panel members were invited to a meeting on the 5<sup>th</sup> April 2004 in Brussels, to examine both proposals. The applicant cities were invited to present their applications and to answer questions from the panel members.

The agenda of the meeting was as follows:

1. Introduction by Head of Unit Harald Hartung, the Commission, Directorate General for Education and Culture.  
The selection panel appoints its Chairman.
2. Presentations by the Luxembourg's nomination (in accordance with article 2 and Annex I of the Decision), and questions from the selection panel to the delegation.
3. Closed discussion.
4. Presentations by representatives from Romania's nomination, Sibiu/Hermannstadt (in accordance with article 4 of the Decision) and questions from the selection panel to the delegation.
5. Closed discussion.

All panel members were present, except N Panayotopoulos, who was not able to attend due to health reasons, but sent an assessment and a few questions about the proposals, and V Ratzenböck, who was not available. Both cities presented their candidature.

The following were present from the Commission as observers:, Jacqueline Pacaud (the Cultural Unit), Louise Baker (the Cultural Unit); Harald Hartung (Head of the Cultural Unit) for parts of the meeting.

Antonio Jauregui, designated chairman last year, was confirmed, and conducted the meeting.

Representatives of each nominated city gave a presentation of their candidature and answered questions from the selection panel. After each presentation, the panel had a closed-door deliberation of the city's proposal.

### **Summary of the presentation of the nominated cities:**

#### Luxembourg :

The representatives from Luxembourg began the presentation by explaining that extensive work had been carried out in the past year and since the last presentation. A non profit organisation had been established specifically for the Capital of Culture proposal and as a result, a team had been recruited for the coordination of the programme, as well as the services of Mr Robert Palmer. It was also stressed that the proposed budget has been endorsed by the Luxembourg government and the local authorities. They continued by explaining the historic ties that Luxembourg has with the Romanian town Sibiu/ Hermannstadt and how this relationship has developed over the past decade.

The main problem that the Luxembourg team had faced over the past months was the coherence of the regional management. This was solved by founding two working platforms in February and March 2004. Each region now has its own Board and Director who cooperates with the central administration ensuring a regional consensus when selecting cultural projects, in accordance with common criteria.

The Government of Luxembourg would provide €6 million solely for the implementation of the Capital of Culture 2007, but it is hoped that this budget would be added to from other sources once the projects are underway. It was stressed that this budget from the Government is completely separate from the infrastructure budget and is solely for the implementation of the cultural programme.

There are now 5 employees in the central administration including one person whose specific job description is to work at a diplomatic level. A Programme Coordinator (Robert Garcia) has also been appointed to ensure the harmonisation of the cultural projects. Projects will be submitted by the project partners and the programme will be finalised in November 2004 : the organisation for selecting the projects consists of teams specialised in each cultural area, a European board and a board specialised in finances.

The cultural programme will reach approximately 10.5 million people and will encourage mobility and the creation of cultural routes through the region with the implementation of cultural train, boat and bus tours. The representatives from Luxembourg confirmed their will to involve a lot of people, and particularly young people from various areas. It was stressed that the programme would have a strong European dimension focussing on Sibiu/ Hermannstadt and the migration of people throughout Europe. The importance of the programme post 2007 was also stressed and that the relationships formed during the preparations would lead to further initiatives which would carry on after 2007 – e.g. Great Regional Film Festival.

The communication strategy was described in detail by the representatives from Luxembourg. This included the developing of a corporate image in 2004 which would continue into 2005 with the management of further communication, especially in the area of tourism and the preparation of media coverage. Communication will be developed in French, German, Luxembourgish. At the beginning of 2006 the development of a brand image is planned and post 2006 the implementation of the established marketing and communication strategy. Target groups will be EU citizens in general and those in the greater regions surrounding Luxembourg as well as several other smaller groups, such as young people. The high and innovative quality of the projects would be a strong selling point and the aim is to raise 20% of the total budget in sponsorship.

Representatives from cultural life in Luxembourg highlighted several foreseen projects for the year of the event (exhibition, festival of dance, cinema...)

In the summing up of the presentation it was stressed that the recommendations made at the previous meeting had been implemented and structures established. The finances have been secured and a professional team are in place and already working together towards 2007.

#### Sibiu/ Hermannstadt :

The 2 Sibiu/ Hermannstadt representatives (from the city hall and the organisational team) confirmed the support of the national and local authorities of Romania and forwarded a message from the Mayor of Sibiu/ Hermannstadt, in which he specified how important the event would be for the city in 2007, when Romania may be a member of the European Union. They also confirmed the support of Luxembourg.

Through a power point presentation, they introduced the access facilities, the cultural structures (theatres, exhibition buildings, stadiums, churches) -specifying that several of them are currently being restored-, the organisational chart (association “Sibluc”, referring to the partnership with Luxembourg), as well as the sustainability of the

programme after 2007, especially as they would like to take advantage of the event in order to increase the cultural life in the town in the future.

They specified that pupils were able to be taught in 4 European languages at elementary school, in two languages at high school (German and Hungarian) and in German at University. They also highlighted the numerous European minority groups present in the city and the region.

They presented Sibiu/ Hermannstadt 2007 as a European laboratory, involving a lot European partners (they mentioned relationship with France, Germany..), and particularly young people. The event, which would be achieved through projects, should be seen as a platform to encourage dialogue and mobility of artists. The main events will take place between May and October.

They specified that the budget is provisional and to be confirmed after the national elections which will take place in June 2004.

### **The panel's judgement**

The panel based its judgement on criteria outlined in Article 3 of the decision 1419. This article states that the nominations shall include a cultural project of European dimension, based principally on cultural co-operation, in accordance with the objectives and action provided for by Article 151 of the Treaty. The further specifications of Articles 3 and 5 as well as the criteria mentioned in annex II of the decision were taken into account fully by the panel during the meeting.

The criteria are attached to the report.

### **Conclusions**

#### **Luxembourg :**

The panel thanked the representatives from Luxembourg for their presentation and congratulated them on the new proposal. The efforts from the representatives of Luxembourg on revising the proposal were very much appreciated. The jury expressed their satisfaction with the proposal and it was noted that the inclusion of the mobile events was regarded as positive. It was also stressed that the panel were pleased to see that Luxembourg is seeing the Capital of Cultural as something which is not just an event lasting one year, but as a cultural programme whose impact would go beyond 2007.

The Panel wished to stress the following points:

- The Panel disclosed to the representatives from Luxembourg an e-mail that had been sent by Mr Nikos Panayotopoulos who was a member of the panel at the previous meeting but was unable to attend this meeting, but wished to comment on the revised proposal from Luxembourg. His comments and suggestions concerning the proposal were explained, they concerned the

involvements of modern arts and culture in the event : the programme should look to the future.

- The panel asked for further information about the close link of the proposal from Luxembourg and the proposal from Sibiu/ Hermannstadt. The panel asked for clarification of the relationship between the two towns and the impact of Sibiu/Hermannstadt's proposal on that of Luxembourg. As well as the partnership with Sibiu/ Hermannstadt the panel asked about any further partner cities and the general European impact of the proposal.
- There were concerns that 11 key topics could prove to be confusing.
- Clarification of the term "Cross Border Identity" was requested and how this related to Luxembourg.
- The panel highlighted the difficulty to manage such an event with several regions: an efficient cooperation will be crucial.
- It was generally considered that Luxembourg had greatly improved the proposal since the last meeting and it was much appreciated that all the recommendations from the previous meeting had been taken seriously and implemented. The organisers are good and the proposal is well thought out and the panel was confident that the contact with the regions is good.

#### Sibiu/ Hermannstadt :

The Panel appreciated the effort of this small city to prepare a programme, and considered the event as a great introduction to the European Union.

Nevertheless, they highlighted a lot of problems and aspects to be improved to make a successful event in 2007 in accordance with the criteria laid down in the Decision.

The Panel was really concerned about some weaknesses in the cultural programme. They wished to stress the following points, which definitely must be taken into account :

-Sibiu/ Hermannstadt will have to further develop its structures so that they can support such an event in 2007. The authorities need to organize themselves rapidly to realize such big improvements in order to meet the deadline. In order to achieve this it is quite important to clearly define the responsibilities at each level.

-the city will have to implement an efficient strategy of communication and marketing to become well known and to attract a lot of visitors,

-In the programme, the main events have to be highlighted, and to be attractive enough at a European level. They must involve European people and artists and not only focus on the partnership of Luxembourg.

-the budget has to be confirmed after the June elections.

The panel agreed that the proposal from Sibiu/ Hermannstadt merits support, but required considerable improvement. In order to safeguard the high standard of the European Capital of Culture event the authorities of the city must definitely take advantage of their tight relationship with Luxembourg, whose representatives strongly confirmed their confidence, interest and total support for Sibiu/ Hermannstadt as a European capital of culture during the meeting. The panel noted that Luxembourg is ready to assist Sibiu/Hermannstadt in the further development of the programme.



The selection panel would like to be sure that improvements will be achieved, and offer follow-up support to the representatives from Sibiu/ Hermannstadt. They decided to offer them the opportunity to meet with them again in February next year to offer advice and see how things are progressing.

### **The panel's recommendation**

On the basis of an overall evaluation, the Panel agreed unanimously to recommend to the Institutions of the European Union that Luxemburg host the European Capital of Culture in 2007, in accordance with article 2 of the Decision.

They recommend also to support Sibiu/ Hermannstadt as a European Capital of Culture in 2007, in accordance with article 4, provided that a number of substantial improvements in the areas commented upon were achieved by 2005.

Brussels, the 6<sup>th</sup> April 2004,

signed

Camilla Lundberg  
(Commission nomination)

signed

Nikos Panayotopoulos  
(Commission nomination)

signed

José Antonio Jáuregui  
(Council nomination)

signed

Julius Nørbo  
(Council nomination)

signed

Olaf Schwencke  
(European Parliament nomination)

signed

Henning Jensen  
(Committee of the Regions nomination)