

“Cooperation between the European Capitals of Culture and African Cities or Creative Industries”

Marrakech, 22 November 2018, 9:30 – 12:30 hours

Major cultural transformations are under way – largely induced by the digital transformations and different kinds of new global interactions – in this first part of the 21st century. Spaces for debate and exchange are urgently needed and perspectives from different parts of the world are crucial for meaningful discussions and follow-up actions.

The local level has the potential to be a core enabler for international exchange close to the citizens and to involve a larger part of the population. Local policy makers on all continents have a core role to play to make this vision happen. This workshop relates to topics such as the cultural and communication transition and the geopolitical transition, namely the international cooperation of subnational authorities. It addresses also economic transformation potentials especially in the area of the creative industries.

What are related local policy challenges and how can cultural policy provide answers?

Local policy makers face specific challenges in the context of the development of cultural policies which are closely linked to expected concrete impacts for the citizens, the cultural and creative sectors and the domestic and non-domestic audience. Some of the most obvious local cultural policy challenges are listed below:

- Ensuring appropriate frameworks for professional artistic and cultural production as well as for the creativity of the citizens
- Selecting common tangible and intangible cultural heritage to be protected and valorised as well as building ground for debates on related lessons learnt
- Accessibility of the cultural offer for a wide range of audiences and for participation including related capacity building
- Ensuring the financial means for cultural development actions which also implies investments into the image of the city as a cultural and creative place e. g. for tourism
- Building frameworks for the creative industries in order to modernise cultural offers and services, to help self-financing or to broaden (international) economic perspectives
- Providing appropriate services from the cultural department of the cities for all cultural operators and invest in capacity building of the staff

Transnational cooperation and exchange are crucial on all levels of cultural development of a city or a local government. Exchange of know-how will prevent from having to reinvent the wheel and forces can be joined for capacity building of cultural operators and staff. International exchange can contribute to a broader vision of identity and tolerance, to the will to engage and to solidarity. Shared visions of cultural heritage and common past can only be discussed when involving all parties concerned. Cultural tourism and trade can be developed with partners from abroad, with the potential to overcome challenges such as too small domestic markets. Culture and the arts by their emotional and visual power have a special role to play in international relations which bears also a special responsibility with regard to instrumentalisation e. g. for closed concepts of identity building or populism.

This session aims at investigating the cooperation potential between the European Capitals of Culture and African Cities or Creative Industries. Cooperation between the local level from both continents and related concrete ideas are in the centre of the proposed debate. This workshop is designed for leveraging the cooperation potential of culturally equally rich continents.

The European Capitals of Culture are one of the most emblematic and long-term actions of the European Union in the field of Culture. The initiative started back in 1985 aiming at celebrating culture in European cities and has seen more than 50 European cities designated so far. An even considerable larger number of European cities have invested in European cultural cooperation as (unsuccessful) candidates for the European Capital of Culture title – for the benefit of cultural development and European integration in general.

The criteria for the cities applying to become a European Capital of Culture have substantially developed since the beginning of the initiative and a new framework entered into force for cities implementing a European Capital of Culture from 2020 onward. The major change implies the transformation of the European Capital of Culture into a long-term transformation endeavour of European cities by the means of culture. Sustainable cultural, social, economic and urban impacts are expected to be achieved. The European Capital of Culture year as such is the major showcase period of an ongoing implementation of long-term actions embedded in a multiannual process. Most of the European Capitals of Culture are of intermediate size between 100.000 and 1 million inhabitants.

European cooperation as well as international exchange are equally crucial for this initiative of the European Union. Cultural activities have the power to launch debates about European and global issues with the citizens. International outreach and cooperation of the European Capitals of Culture has taken a wide range of different forms and geographical coverage in the designated cities. Cooperation with African cities, artists and creative entrepreneurs in the framework of the European Capitals of Culture is less obvious despite the fact that Africa is a neighbouring continent. Therefore, this session aims at investigating how to overcome cooperation barriers and which concrete cooperation actions can be envisaged, taking into account the wishes and needs from both sides.

The following main questions are addressed in the workshop:

- A picture is worth a thousand words. The perceptions of each other – the European and African continents – are maybe still set in old concepts. Can cooperation in culture and the creative industries at a city to city level help shaping more accurate and informed pictures? Which related actions are needed and can be provided from the local level?
- Sharing is caring. Large parts of international relations are still based on competitive (and partly protected) systems. How can we build up intercontinental cooperation models for reciprocal benefit in cultural development on a local level – in the sense of a joint learning and development process regarding innovative cultural policy making concepts?
- Action follows reflection: What are the next steps to be taken from all parties involved in order to enhance cooperation between European Capitals of Culture and African Cities or Creative Industries? The debate will focus on those areas for which local governments have competences.

The following main experiences are presented in the workshop to launch the debates:

- The European Commission and a member of the selection and monitoring panel of the European Capital of Culture present backgrounds, practical experience and lessons learnt with this cultural initiative of the European Union
- Representatives from African cities show good practice examples for local cultural development related to social, economic, urban or cultural impact as well as ideas for developing cultural and creative industries exchange formats
- Representatives of several European Capitals of Culture (implementing, future) provide deep insight in the concrete experiences they are making regarding different aspects of local cultural

development as well as their international cooperation potential and ideas for further exchange with African Cities and Creative Industries.

PROGRAMME

Facilitator: Sylvia Amann / Rapporteur: Jordi Baltà Portolés

Presentations:

09:30 **Welcome** – Mr. Mohamed IDAMAR, Mayor of Tétouan (Morocco)

09:40 **Presentation of the European Capital of Culture initiative** – Ms. Barbara GESSLER, European Commission, DG Education and Culture

09:50 **Lessons learnt from European Capitals of Culture** – Ms. Sylvia AMANN, Member of the ECOC selection and monitoring panel

10:00 **European Capitals of Culture in Practice**

Rijeka 2020 (Croatia)– European Capital of Culture in 2020 - Impacts and achievements in the preparation phase– Ms. Emina VISNIC, C.E.O. of RIJEKA 2020 ltd

Leeuwarden-Friesland2018 (The Netherlands) European Capital of Culture embracing Global Sustainable Development Goals – Mr. Jelle BURGGRAAFF, Head of International Cultural Cooperation, Leeuwarden-Friesland2018 European Capital of Culture

The German selection of the European Capital of Culture 2025 in Germany (Germany) – Ms: Linda LÜCKE, project manager European Capital of Culture 2025 at the Cultural Foundation of the Federal States of Germany.

10:30 **African Cultural Cities and Creative Industries in Practice**

Ethekwini Metropolitan Municipality / Durban (Republic of South Africa) – Advancing Social Cohesion and Opportunities for all through Celebrating our Culture and Heritage – Mr Siphon NZUZA, City Manager, eThekweni Municipality

City of Dakar (Senegal) – Lessons Learnt from International Cultural Cooperation – Ms. Anne JOUGA, Elected Municipal Councillor of the City of Dakar and Chairwoman of the Committee on Urban Mobility and Infrastructures

City of Tétouan (Morocco) – City Development by the Means of Culture - Mr. Mohamed IDAMAR, Mayor of Tétouan

Debates:

11:00 Group discussions and visions for intercontinental cultural cooperation

This discussion time will allow for further insight in international cultural cooperation and cooperation ideas for an enhanced collaboration as well as address cooperation barriers, the related measures to

be taken on local and other policy level. New visions for Africa-Europe cooperation in culture and creative industries are equally welcomed.

Conclusions:

12:00 **Short presentations of group work**

12:15 **Conclusions of the session (Recommendations)**

12:30 End of Session