

# Culture Next

candidate cities network

4<sup>th</sup> meeting

Debrecen, Hungary

May 23<sup>rd</sup> - 26<sup>th</sup>, 2019

# MEETING REPORT

Thank you for joining our fourth Culture Next meeting!



After the meetings in Cluj, Romania, and Aveiro, Portugal, it was Debrecen's turn to host the fourth meeting of the network. 13 cities have joined an intensive program of discussions, presentations, working sessions and site visits in the beautiful city of Debrecen.

Meetings are among the current main activities of the network, and take place twice a year. While the first meeting in September 2017 aimed to establish the network's profile, the next network meeting, which took place in Cluj in May 2018, focused on selecting priority areas, conceiving joint projects and platforms for cooperation between the member cities. The third network meeting was hosted by Aveiro, ECoC candidate for Portugal in 2027.

Our fourth meeting in Debrecen focused on the topic of cultural tourism and was organized by the Secretariat of the network – Cluj Cultural Centre and VisitDebrecen, our local host that we would like to thank for their effort in making the meeting so interesting and full.

Our special thanks go to Franciska Papp, Gábor Gődény, for making us feel home in Debrecen and providing a perfect context for our work. Also, our thanks go to Dr. Diána Széles (Vice-mayor of Debrecen in charge of Tourism, Youth and Civil Society), Szabolcs Komolay (Vice-mayor of Debrecen in charge of Culture) and Tamás Szentei (Head of the Cultural Department of Debrecen's Mayor's Office) for making this meeting possible.

We are excited to say that every meeting is a proof that the network is growing bigger and stronger, and are very happy that new cities joined our efforts to build an alliance of organisations and people committed to implementing and advocating for culture-led urban development.

Please read through our short report of the meeting and scroll through some of the main ideas and topics that we have been working on in Debrecen.

# AGENDA

## THURSDAY, MAY 23<sup>RD</sup>

19:00	Welcome cocktail (Hotel Lycium, Roof Garden/Special room)
21:00	Networking (DiVino Debrecen)

## FRIDAY, MAY 24<sup>TH</sup> MORNING SESSION

9:00 – 9:30	Get together and have coffee
9:30 - 11:00	Let's introduce
9:30 - 10:00 Local Focus	<b>Welcome from the hosts</b> Welcome words from the local hosts and the organizers - where we are, small introduction about Debrecen and the process of bidding; next steps and what is the current context in the city.
10:00 - 10:30 Membership	<b>Updates from the network</b> Welcome and introduction of the meeting by the Secretariat – briefing about the previous meetings, updates about the network, what do we need to get from this meeting. Relevant news from members.
10:30 - 11:00 Networking	<b>Who's new?</b> Session dedicated to the newcomers and guests at the meeting: presentation and Q&A.
11:00 - 11:30	Coffee Break
11:30 - 13:00 Working	<b>Working Time I: Study Cases from Cities</b> Before the meeting, four cities* will come forward with programmes or topics that they would like to present in more detail. Each presentation will have 10 minutes and will be followed by a Q&A session for another 10 minutes. The session aims to offer space for knowledge on projects developed by network members, while also giving space for feedback and dialogue between members. *selected presentations will be established in advance on first-come-first-served basis
13:00 - 14:00	Lunch (MODEM)

## AFTERNOON SESSION

14:00 - 16:00 Working	<b>Working Time II: Guideline for Culture in the Cities</b> Working session aiming at discussing and formulating a draft proposal for an international guideline for culture as local development. Culture Next aims to formulate and promote the guidelines to local and national governments, as well as the European Commission by 2020, as a policy which can improve ECoC programmes and create new standards for the sustainability of culture-led local development.
16:00 - 19:00 Local Focus	<b>Exploration time</b> Guided tour in the city centre of Debrecen, exploration of relevant venues, meeting with relevant stakeholders of the sites. <b>16:15</b> Great Church <b>17:00</b> Déri Museum <b>17:45</b> Reformed College of Debrecen

## EVENING SESSION

19:00 - 21:00	Dinner (Csokonai Restaurant, 21 Kossuth str.)
21:00	Networking (Roncs Bar, 27 Csapo str.)

## SATURDAY, MAY 25<sup>TH</sup>

### MORNING SESSION

9:00 - 10:30 Working	<b>Working Time III: Debrecen Peer-to-Peer</b> Debrecen will present local challenges which need feedback. The team will prepare a presentation focusing on challenges, and then small groups are created which will work on providing feedback on-spot.
10:30 - 11:00	<b>Coffee Break</b>
11:00 - 13:00	<b>Public event: Cultural Tourism</b> For each meeting, a public event is organised to tackle and formulate current relevant topics for cities in the network and internationally. In Debrecen, the event will bring participants around the topic of cultural tourism and will be an opportunity to discuss local examples, current challenges and future developments in terms of cultural tourism as an engine for urban development.
13:00 - 14:00	<b>Lunch (MODEM)</b>

### AFTERNOON SESSION

14:00 - 15:30 Membership	<b>What's next</b> We will discuss the next steps for the network, future projects and collaborations, calendar update and management / administrative details for the network. Also, we will plan the next meeting and actions within the network.
15:30 - 16:00	<b>Break</b>
16:00 - 19:00 Local Focus	<b>Exploration time</b> Visit to the Great Forest of Debrecen, exploration of relevant venues, meeting with relevant stakeholders of the sites. 16:30 <b>University of Debrecen</b> 17:00 <b>Agora Science Centre</b> 18:15 <b>Nagyerdei Open Air Theatre</b> 18:30 – 19:00 <b>Explore the Great Forest with the Békás pond</b>

### EVENING SESSION

19:00	<b>Dinner &amp; Networking (Rosé Tower, 7. Pallagi str.)</b>
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## SUNDAY, MAY 26<sup>TH</sup>

	<b>Goodbyes and departure</b>
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# WELCOME!

## Welcome from the hosts

Our hosts have welcomed everyone participating at the meeting and offered an introduction about Debrecen and the process of bidding, next steps in the development of the city and what is the current cultural context of Debrecen.



## Updates from the network

Welcome and introduction of the meeting by the Secretariat – briefing about the previous meetings, updates about the network, what do we need to get from this meeting. Relevant news from members.



# WHO'S NEW?

## Study Cases from Cities

The session aimed to offer space for knowledge on projects developed by network members, while also opening feedback and dialogue.

**The meeting welcomed 5 new cities who have joined us for the first time: Oulu, Finland (ECoC candidate in 2026); Dublin, Ireland (ECoC former candidate in 2020); Gdańsk, Poland (ECoC former candidate in 2016); Belfast, Northern Ireland (ECoC former candidate in 2023); Nuremberg, Germany (ECoC candidate in 2025).**

### Barbara Sroka, Gdańsk (Poland)



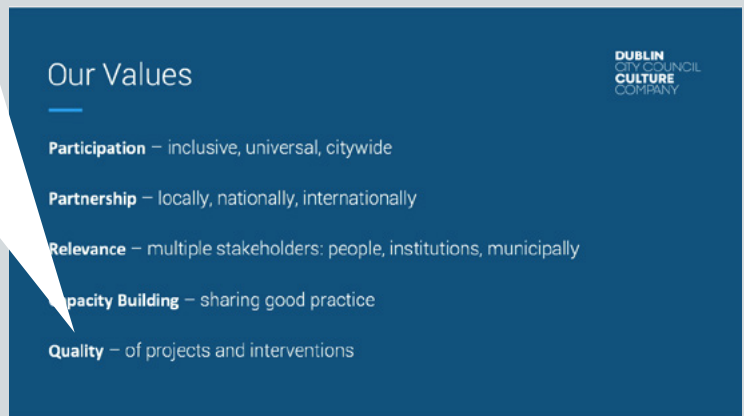
### Nico Degenkolb, Nuremberg (Germany)



## Ralf Alwani, Belfast (Northern Ireland)



## Tracy Geraghty, Dublin (Ireland)



## Anne Rannali-Kontturi, Oulu (Finland)



# GUIDELINES FOR CULTURE IN THE CITIES

Culture Next aims to formulate a set of guidelines for culture as local development and promote them to local and national governments, as well as the European Commission, as a policy which can improve ECoC programmes and create new standards for the sustainability of culture-led local development.

The working meeting in Debrecen focused on approaching the first draft of the set of guidelines from 4 perspectives:

- VISION
- STRATEGY
- FUNDING
- INSTITUTIONAL FRAMEWORK

See below our initial draft proposal for the elaboration of the guidelines.



# CULTURE NEXT MANIFESTO

This Manifesto is a list of concrete, actionable steps our cities are committing to take in order to make culture a key factor in our local development strategies. We commit to implementing all these measures by the end of 2020.

## GUIDELINES

**City Vision.** We develop and state a vision for our local development. We identify the pillars of our local development strategy and reflect on the role of culture in catalysing and connecting them. We include culture as a key transversal factor for local development;

**City Strategy.** We develop a cultural strategy included and overarching the local development strategy.

**Institutional Framework.** We define a public-civil partnership responsible to implement and monitor the cultural strategy.

**Funding.** We allocate at least 1% of the local budget to fund cultural programmes aligned with the cultural strategy.

## POLICY PROPOSAL

**THE ECOC TITLE NOMINEES** which respect the present guidelines would be granted a 6-month period called initiation phase, between the final selection and the contract signing, to revise their bids accordingly to the feedback from the jury panel.

**THE ECOC CANDIDATES CITIES** which are not nominated as future ECOCs, but still respect the present guidelines, would be granted the label of European City of Culture. The label is offered for two / three years and offers them a dedicated visibility package and special benefits when accessing EU funds.

**THE CULTURE NEXT NETWORK** becomes a programme developed in partnership with the DG Culture of the European Commission, with a mission to support ECoC candidate cities build better, more sustainable bids which can be implemented no matter what the results of the ECoC competition are.



## TOURISM IN DEBRECEN STABLE AND PREDICTABLE GROWTH IN INCOMING TOURISM

TOURISM REVENUE SHOWS TWO DIGIT GROWTH YEAR ON YEAR IN DEBRECEN.  
WHAT FUELS THIS GROWTH:



## DEBRECEN PEER-TO-PEER

Gábor Gődény from VisitDebreceen has presented a short overview of data on tourism in Debreceen and ideas on how this topic is challenged and can be approached from the perspective of cultural development. We have discussed about the local context and the city's aims in relation to cultural tourism, how the current programmes relate to the programme developed as part of the ECoC bid and shared ideas on how the cities in the network approach cultural tourism in their strategies. The meeting made a good base of conversation which has been followed up in the public panel on cultural tourism.



# PUBLIC EVENT: CULTURAL TOURISM

For each meeting, a public event is organised to tackle current relevant topics for cities in the network and internationally. In Debrecen, the event brought participants around the topic of cultural tourism, as an opportunity to discuss local examples, current challenges and future developments in terms of **cultural tourism** as an engine for urban development.

The discussion focused on questions bringing together strategies and practices from the cultural and tourism sectors, trying to identify where is the meeting point between the two fields, and on what ground do they meet in order to create meaningful experiences for people, organic growth at the local level and leave a sustainable footprint globally.

The invited speakers around the table were: **Rarița Zbranca**, programme director at Cluj Cultural Centre, **Tim Fairhurst**, the secretary general of the European Tourism Association, **Balázs Kovács**, the former Director of the Hungarian National Tourism Agency in Vienna, current owner and executive director of GD Consulting.



# LOCAL FOCUS: EXPLORATION TIME

One of the main scopes of the meeting is exploring the local context of the hosting city. Exploration tours, visits to hotspots and venues in the city, as well as meetings with relevant local actors are organized under the coordination of the local host, in order to create a more real connection with the city we are visiting.

With the kind help of Franciska, Gábor and local actors who have met us, we got the chance to get a feeling about the city, its main places and locations which are relevant for the life of Debrecen and for the cultural scene. Here are some landmarks in our exploration tours:

Nagyerdei Water Tower    Reformed College of Debrecen    Déri Museum

The Great Forest of Debrecen

University of Debrecen

Agora Science Centre

Great Church

Nagyerdei Open Air Theatre



# WHAT'S NEXT

Circle discussion on the next steps for the network, future projects and collaborations, calendar update and management / administrative details for the network. See the notes of the discussion below:

## EXCHANGE / MEETINGS

Local focus | what can be improved & taken into consideration for the next meetings

- Send the local cultural strategy to participants;
- Define a challenge, rather than a topic for the meeting;
- Secretariat works with the Host to clarify the challenge and prepare the agenda;
- Meet the local cultural operators and artists - party or meeting;
- Feedback sessions from the previous meeting;
- Time to buy souvenirs.

Working sessions | what can be improved & taken into consideration for the next meetings

- Short pitching session;
- One poster per city (with local needs and offers);
- Bring along relevant partners (organisations or artists) from our cities;
- Invite the national ECoC title holder / other candidates.

## NEXT MEETINGS

Next meeting: Lithuania, September 26-28, 2019  
(arrival September 25th; departure September 29th)

### Topics:

- General topic of the meeting: Organisational models to carry on with the implementation / regional cooperation;
- Working session topic: Artistic residencies;
- Day 1 in Klaipeda, Day 2 in Plunge, Day 3 in Neringa;
- Accommodation and return to Klaipeda every night.

## CALENDAR OF FUTURE MEETINGS:

- 2020: **Spring meeting in Oulu (FI);**
- 2020: **Autumn meeting in Leeds (UK);**
- 2021: **Spring meeting in Eleusis (GR);**
- 2021: **Autumn meeting in Cluj (RO);**
- 2022: **to be defined**
- 2023: **Spring meeting in Belfast (NI).**

## CAPACITY BUILDING

- **URBACT results:** the project was not selected for funding

**Call:** Action Planning networks

**Application date:** April 17, 2019

**Lead applicant:** Cluj Napoca Municipality

**Partners from Culture Next:** Neringa, Aveiro, Faro, Oulu

**Title of the project:** ECOCENTRICITY - Culture-Led Urban Development and Innovation

**Project:** ECOCENTRICITY is a new URBACT exchange project that connects European cities committed to make knowledge-based decisions and to develop evidence-based policies that enable culture as a catalyst for social transformation and urban development. It looks at how to integrate data, expertise and experience from culture to create multi-stakeholder governance structures that use knowledge and innovation based decision making to inform public policies and generate social progress through culture.

- Applying to Europe for Citizens for the next call - September 2nd, 2019

**Call:** Europe for Citizens

**Strand:** Networks of Towns 2019

**Deadline:** September 2nd, 2019

**Link:** [https://eacea.ec.europa.eu/europe-for-citizens/funding/networks-towns-2019-round-2\\_en](https://eacea.ec.europa.eu/europe-for-citizens/funding/networks-towns-2019-round-2_en)

**Details:** Municipalities and associations working together on a common theme in a long-term perspective may wish to develop networks of towns to make their cooperation more sustainable. Networking between municipalities on issues of common interest appears to be an important means for enabling the exchange of good practices.

**Grant:** Max. EUR 150 000.

## POLICY DEVELOPMENT

### Guidelines for culture in cities

In this working session, we aimed to discuss and formulate a draft proposal for an international guideline for culture as local development. Culture Next aims to formulate and promote the guidelines to local and national governments, as well as the European Commission by 2020, as a policy which can improve ECoC programmes and create new standards for the sustainability of culture-led local development. See here the next steps we have identified as a result of the working session:

- The Secretariat works on the document and asks for feedback;
- Check out other networks' guideline: Culture Action Europe, Eurocities;
- Keeping it simple, under three possible topics;
- Develop it online and during next meetings;
- Create a Resource corner on the website to show this is informed by other studies and papers;
- Objective: adopt by 2021 and present it at the meeting in Cluj;
- Also develop a guideline for new member cities.

### New proposal! Culture Next Innovation Fund:

- New financial mechanism developed by the network
- Aimed to fund projects and exchange within the network that are otherwise unfundable;
- Consider having the participation in this fund as one of the CN guidelines.

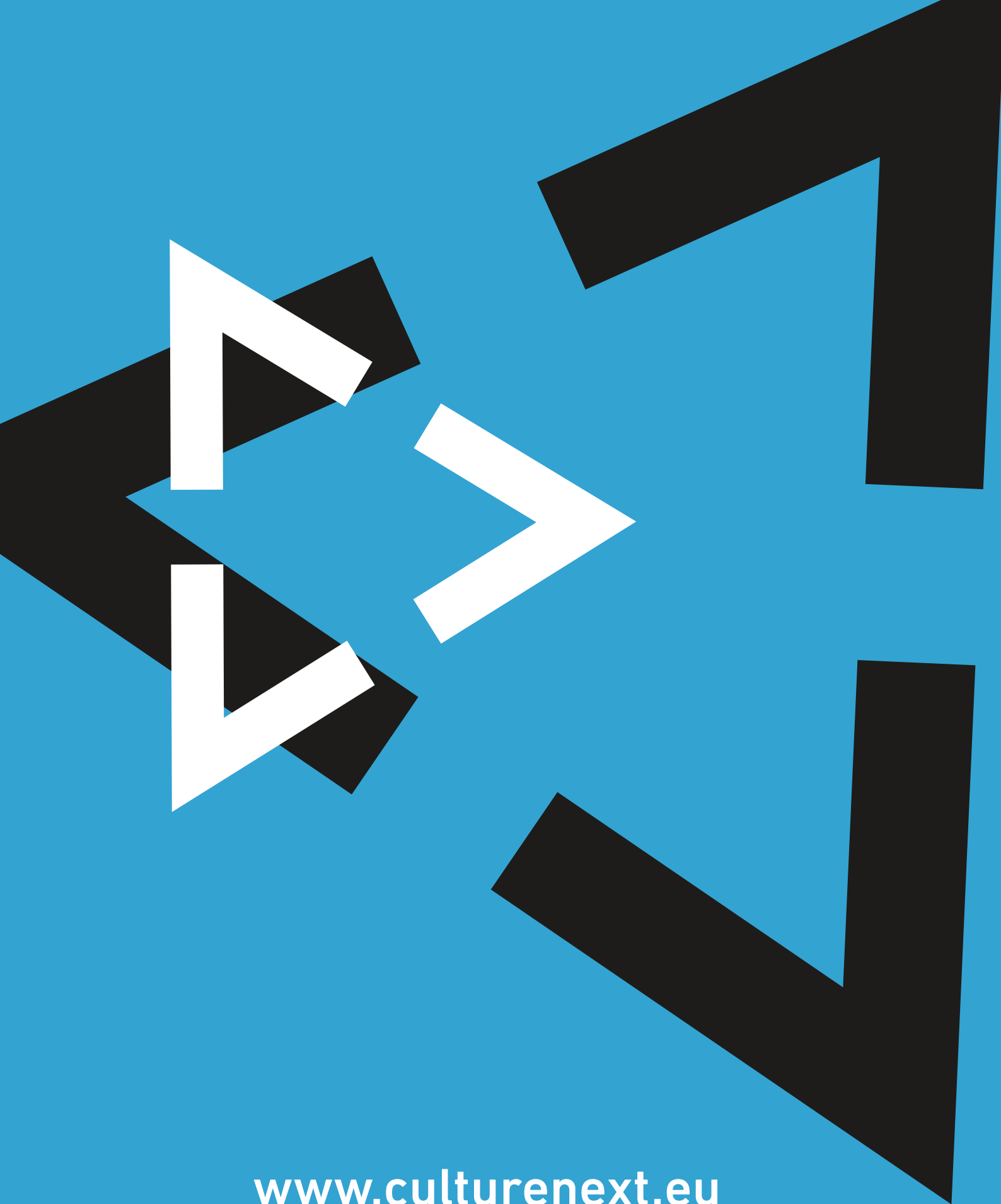
**Culture Next**  
candidate cities network  
5th meeting

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**Klaipeda - Plunge - Neringa**  
**Lithuania**  
September 25<sup>th</sup> - 29<sup>th</sup>, 2019

	<b>NAME</b>	<b>COUNTRY</b>	<b>CITY</b>	<b>ORGANIZATION</b>	<b>YEAR</b>
1.	Ignas Kazakevicius	Lithuania	Klaipeda	Klaipeda Culture Communication Center	2022
2.	Ona Bajoriniene	Lithuania	Klaipeda	Klaipeda Culture Communication Center	2022
3.	Vida Saukailene	Lithuania	Plunge	Administration of Plunge district Municipality	2022
4.	Gintarė Gurevičiūtė	Lithuania	Plunge	Public library of Plunge district Municipality	2022
5.	Corina Bucea	Romania	Cluj	Cluj Culture Centre	2021
6.	Ștefan Teișanu	Romania	Cluj	Cluj Culture Centre	2021
7.	Rarița Zbranca	Romania	Cluj	Cluj Culture Centre	2021
8.	András Farkas	Romania	Cluj	Pont Group	2021
9.	Tracy Geraghty	Ireland	Dublin	Dublin City Council Culture Company	2020
10.	Edita Lubickaite	Lithuania	Neringa	Nida Culture and Tourism Information Centre Agila	2022
11.	Angeliki Lampiri	Greece	Eleusis	Eleusis 2021	2021
12.	Bruno Inácio	Portugal	Faro	Câmara Municipal de Faro	2027
13.	Paulo Santos	Portugal	Faro	Câmara Municipal de Faro	2027
14.	Joao Vargues	Portugal	Faro	Câmara Municipal de Faro	2027
15.	Joana Fernandes	Portugal	Braga	Theatro Circo	2027
16.	Anne Rännäli-Kontturi	Finland	Oulu	Oulu 2026	2026
17.	Ralf Alwani	Northern Ireland	Belfast	Urban Scale Interventions	2023
18.	Nico Degenkolb	Germany	Nuernberg	Nuernberg 2025	2025
19.	Barbara Sroka	Poland	Gdansk	City Culture Institute	2016
20.	Gábor Gődény	Hungary	Debrecen	VisitDebrecen	2023
21.	Franciska Papp	Hungary	Debrecen	VisitDebrecen	2023
22.	Tim Fairhurst	Brussels	Belgium	European Tourism Association	-
23.	Balázs Kovács	Wien	Austria	GD Consulting, Linz 2009	2009





[www.culturenext.eu](http://www.culturenext.eu)

