

Future of the European Capital of Culture Brand

Programme of the International Symposium

The European Capital of Culture is a prestigious and unique development opportunity for cities that earn this title. In Bielsko-Biała, we will host a discussion on the future of this brand with distinguished specialists.

Many cities in contemporary Europe are beautiful, colourful, and equipped with modern infrastructure. Does this mean there is nothing left to be done in these cities? Certainly not. Cities require challenges to continue developing, and to strive for an improved quality of life for their residents. Without ongoing efforts, cities risk stagnation or even regression.

There are many paths to development, and one of the most significant is culture. Culture brings out the best in people and empowers them to lead more fulfilling lives, fostering and enduring sense of well-being. This is why so many cities aspire to be the European Capital of Culture.

The first European City of Culture was Athens in 1985. In 1999, the title was renamed to European Capital of Culture. Now, 25 years later, discussions on the future of this prestigious competition are set to accelerate, as the current framework remains valid until 2033.

Over the years, hundreds of cities from different parts of the continent have participated in the competition - larger and smaller cities, with very different offers and resources. However, not all of them took full advantage of the opportunity given to them.

We invite you to this extraordinary event, which will feature experts in cultural management, marketing, artists, and representatives from cities that have held or competed for the title of European Capital of Culture. The symposium will be an opportunity to exchange experiences and establish connections with leaders and experts from across Europe. We will focus on analysing the existence and building of the ECoC brand, as well as the strategies for brand creation by candidate and title-holding cities. We will explore both the successes and failures and draw conclusions

The panel will join the following speakers:

Ph.D. Beatriz Garcia,

an official researcher of a ECoC programme, a specialist in strategic overview, former member of the European Capital of Culture Selection and Monitoring Panel, and an expert on cultural policy, mega-events and communication

Ph.D. Chris Baldwin,

an artist and culture producer involved in many ECoC editions, with experience in artist selection for ECoC and participation in various European networks

Pierre Sauvageot,

an artist, a composer with direct involvement in one ECoC, former member of the European Capital of Culture Selection and Monitoring Panel, and a bid adviser specializing in ECoC bids, ECoC legacy, and European networks

Ştefan Teişanu,

a social innovator and a CSO in the field of social innovation through participation, entrepreneurship and culture, with a special focus on youth and digital transformation. Worked with multiple teams on European Capital of Culture and European Youth Capital bids and programmes

Nancy Braun,

an ECoC director working on ECoC protocol, international affairs, and politics, with expertise in ECoC delivery and storytelling

Anna Koceragova,

ECoC programme director, responsible for handling the ECoC legacy, overseeing delivery and production, and managing storytelling

Sara Vuletić,

the Director of Program at Foundation Novi Sad - European Capital of Culture; specializing in project management, cultural management, art curating and event planning

Andras Farkas,

co-founder at PONT Group, a social innovation organization. Co-founder of Al-lyourtime startup. Working with municipalities and European networks on urban youth ecosystem development

Kelly Diapouli,

an artistic director of Eleusis ECoC, an independent curator and cultural manager; a journalist

Stefan Stoyanov,

a politician, CEO at Podix - IT outsourcing company

Serafino Paternoster,

a journalist, Founder of Ecocnews.com, press office coordinator of Matera Basilicata Foundation 2019

PhD. Helen Palmer,

a Director at Palmer Squared, specialist of communications and strategic advocacy, audience development and cultural marketing



Agenda:

9:00-10:00 Registration of participants and welcome coffee



10:00-10:15 Official opening

10:00-11:45 **What is ECoC?**

Moderator: **Pierre Sauvageot**



Panelists: Phd Beatriz Garcia, PhD Chris Baldwin and Sara Vuletic



11:45-12:15 Coffee break

12:15-13:30 **ECoC success (& failure) stories**

Moderator: **Andras Farkas**



Panelists: Ștefan Teișanu, Anna Koceragova and Kelly Diapouli

13:30-14:30 Lunch break

14:30-16:00 **What is an ECoC brand?**



Moderator: **Ph.D. Beatriz Garcia,**



Panelists: Maria Teresa, Nancy Braun and PhD Helen Palmer

16:00-16:30 Closing debate

16:30 End of the event