Malta

Kapitali Ewropea tal-Kultura 2031

Espressjoni ta' Interess Preliminari

Ħarsa Ġenerali

Il-Kapitali Ewropea tal-Kultura (KEtK) hija inizjattiva tal-Unjoni Ewropea mwaqqfa fl-1985. L-għanijiet tal-KEtK huma stabbiliti fid-Deċiżjoni Nru 445/2014/UE kif emendata bid-Deċiżjoni (UE) 2017/15451 għat-titoli mill-2020 sal-2033 iżda jistgħu jinġabru fil-qosor kif ġej: "li tissalvagwardja u tippromwovi d-diversità tal-kulturi fl-Ewropa u tenfasizza l-karatteristiċi komuni li jikkondividu kif ukoll iżżid is-sens ta' appartenenza taċ-ċittadini f'żona kulturali komuni, minn naħa, u trawwem il-kontribut tal-kultura għall-iżvilupp fit-tul tal-bliet f'konformità mal-istrateġiji u l-prijoritajiet rispettivi tagħhom, min-naħa l-oħra."

It-titlu ta' Kapitali Ewropea tal-Kultura għandu jingħata fl-2031 lil belt f'Malta u belt fi Spanja.

Min jista' jitfa' offerta?

It-titlu ta' Kapitali Ewropea tal-Kultura jista' jingħata lil kwalunkwe belt li tapplika, dejjem jekk jintlaħqu ċerti kriterji, li l-ebda minnhom ma huma relatati mad-daqs jew il-pożizzjoni ġeografika tagħha.

Bliet li jimplimentaw dan il-proġett ambizzjuż b'suċċess huma dawk li

- għandhom il-kapaċità umana, fiżika (f'termini tal-infrastruttura) u finanzjarja li jwettqu dan il-proġett ambizzjuż;
- imexxu u jirrappreżentaw lir-reġjun tagħhom filwaqt li jilħqu lil Malta u Għawdex kollha, lil hinn mill-fruntieri tagħhom
- joħolqu programm innovattiv u li jħares 'il quddiem, li jista' jinkludi, iżda mhux limitat għall-offerta kulturali eżistenti tiegħu
- jiffukaw il-ħidma tagħhom fuq iċ-ċittadini u l-konnessjoni tagħhom mal-kultura u l-Ewropa, aktar milli fuq it-turiżmu
- joħolqu l-verżjoni tagħhom tal-kunċett tal-KEtK li jirrifletti l-belt b'mod uniku filwaqt li jiżgura li l-arti, il-kultura u d-dimensjoni Ewropea jinsabu fil-qalba.

X'inhuma l-kriterji li jiddeterminaw is-suċċess tal-KEtK?

Inkorporati fid-Deċiżjoni 445/2014/UE hemm sitt kriterji li fuqhom huwa bbażat il-proċess tal-għażla, u li għalhekk għandhom jiggwidaw lil kwalunkwe belt interessata li tieħu t-titlu. Dawn huma:

- Il-kontribuzzjoni għal strateġija kulturali fit-tul għall-belt u r-reġjun tagħha b'enfasi fuq il-legat tas-sena tat-titlu f'dak li għandu x'jaqsam mal-impatt kulturali, soċjali u ekonomiku;
- Il-kontenut kulturali u artistiku tal-offerta li jirrifletti viżjoni u strateġija artistika ċara b'firxa ta' attivitajiet artistiċi diversi ta' kwalità għolja li jikkombinaw l-arti u l-wirt lokali u tradizzjonali ma' espressjonijiet kulturali ġodda, innovattivi u sperimentali;
- Id-dimensjoni Ewropea li tippromwovi d-diversità kulturali tal-Ewropa filwaqt li tħeġġeġ il-kooperazzjoni bejn l-artisti, l-operaturi u l-ibliet, b'mod partikolari l-KEtK msieħba;
- L-effettività tal-istrateġija ta' sensibilizzazzjoni tagħha fl-involviment tal-popolazzjoni lokali u s-soċjetà ċivili fil-proċess, il-ħolqien ta' opportunitajiet ġodda u sostenibbli u strateġija ġenerali għall-iżvilupp tal-udjenza

- Il-kapaċità tal-belt li tmexxi l-proġett b'enfasi fuq l-istrateġija ta' finanzjament proposta, l-istruttura tal-governanza u l-kunsinna, l-istrateġiji ta' kummerċjalizzazzjoni, l-istrateġiji ta' komunikazzjoni u tal-immaniġġjar tad-ditta tagħha
- Il-kapaċità li twassal KEtK kredibbli permezz ta' evidenza ta' appoġġ politiku qawwi u impenn mill-awtoritajiet lokali, reġjonali u nazzjonali kif ukoll l-infrastruttura meħtieġa biex tlaħħaq mal-programm u l-influss ta' viżitaturi.

Skeda taż-Żmien

2021 – 2022:	Familjarizzazzjoni mal-proċess, inkluż attendenza għall-inizjattivi organizzati mill-Aġenzija Kulturali tal-Belt Valletta
2022 – 2024:	Perjodu ta' tħejjija biex jitlesta l-"Bid Book" flimkien ma' diversi partijiet interessati inklużi komunitajiet, artisti, persuni jew għaqdiet kreattivi, negozji, awtoritajiet governattivi u msieħba internazzjonali fost oħrajn
2025:	Sejħa uffiċjali mill-Unjoni Ewropea għall-applikanti interessati. Dan il-proċess ta' qabel is-sottomissjoni se jkun immexxi u ggwidat mill-Aġenzija Kulturali għall-Belt Valletta, fit-twettiq tad-dmirijiet tagħha skont l-Avviż Legali 427/2018 u bħala parti mil-legat ta' Valletta 2018.

Espressjoni ta' Interess

L-ibliet qed jiġu mistiedna jissottomettu avviż formali tal-interess tagħhom li jsiru l-Kapitali Ewropea tal-Kultura fl-2031 billi jimlew il-formola mehmuża. L-Espressjoni ta' Interess mhix proċess kompetittiv iżda se tgħin biex ir-riżorsi jkunu ffukati fuq dawk l-ibliet li jixtiequ jieħdu sehem f'dan il-proġett ambizzjuż. Dawk l-ibliet kollha li jesprimu interess imbagħad ikunu jistgħu:

- Jattendu għal seminar dettaljat dwar il-proċess ta' applikazzjoni għall-KEtK b'interventi minn esperti lokali u barranin fil-qasam, li se jsir f'Settembru 2021.
- Ikollhom aċċess għar-riċerka mwettqa fuq l-infrastruttura kulturali madwar Malta u Għawdex minn Valletta 2018.
- Jiġu ggwidati mill-VCA fil-fażi inizjali tar-riċerka li se jkollha bżonn tagħmel il-belt, u anke meta din tibda l-proċess ta' sensibilizzazzjoni u konsultazzjoni pubblika fir-reġjun.

Il-Formola tal-Applikazzjoni għandha tintbagħat lil ippartecipa@vca.gov.mt sa mhux aktar tard mill-31 ta' Marzu 2021.

Formola ta’ Applikazzjoni

Isem tar-Reġjun:

Isem tal-President Reġjonali:

Minn liema belt huwa rrappreżentat?

Isem tas-Sindku tal-belt:

Mistoqsijiet:

Jekk jogħġbok irrispondi kull waħda minn dawn li ġejjin b’mod ċar u fil-qosor.

1. Għaliex il-belt tiegħek u r-reġjun tal-madwar jixtiequ jieħdu sehem fil-kompetizzjoni għat-titlu ta’ Kapitali Ewropea tal-Kultura?
2. Tista’ tispjega fil-qosor il-profil kulturali eżistenti tal-belt u tar-reġjun tal-madwar?
3. Tista’ tispjega fil-qosor l-infrastruttura kulturali preżenti bħalissa fir-reġjun u fil-belt?
4. Tista’ tispjega fil-qosor il-profil demografiku tal-belt tiegħek u tar-reġjun tal-madwar?
5. X'inhi l-viżjoni tiegħek għall-belt u r-reġjun tal-madwar? X'tixtieq tikseb sal-2031?
6. Min huma l-partijiet interessati tiegħek f'dan il-proċess?
7. Għandek diġà proġetti internazzjonali u/jew imsieħba fi ħdan il-belt jew ir-reġjun?
8. Għaliex il-belt tiegħek u r-reġjun tal-madwar huma l-aħjar kandidat biex jirrappreżentaw lil Malta u Għawdex bħala l-Kapitali Ewropea tal-Kultura 2031?

Malta

European Capital of Culture 2031

Preliminary Expression of Interest

General Background

The European Capital of Culture (ECoC) is an initiative of the European Union born in 1985. The objectives of the ECoC are set out in Decision No 445/2014/EU as amended by Decision (EU) 2017/15451 for the titles 2020 to 2033 but they can be summarised as follows: "to safeguard and promote the diversity of cultures in Europe and to highlight the common features they share as well as to increase citizens' sense of belonging to a common cultural area, on the one hand, and to foster the contribution of culture to the long term development of cities at economic, social and urban level, in accordance with their respective strategies and priorities, on the other hand."1

The title of European Capital of Culture shall be awarded in 2031 to one city in Malta and to one city in Spain.

Who can bid?

The European Capital of Culture title may be granted to any city who applies, as long as certain criteria are satisfied, none of which are related to a city's size or geographic location.

Cities that successfully implement this ambitious project are the ones that

- have the **human, physical (in terms of infrastructure) and financial capacity** to carry out this ambitious project;
- **lead and represent its region** whilst reaching out beyond its borders to reach the whole of Malta and Gozo
- create **an innovative and forward-looking programme** that may include, but cannot limited to, its existing cultural offer
- focus their work on **its citizens and their connection with culture and Europe**, rather than on tourism
- create their own version of the ECoC concept that is uniquely reflective of the city whilst ensuring that **art, culture and the European dimension are at its core.**

What are the criteria which determine the success of the ECoC?

Embedded in Decision 445/2014/EU are six criteria upon which the selection process is based, and which must therefore guide any city interested in taking on the title. These are:

- The contribution to a long-term cultural strategy for the city and its region with emphasis on the legacy of the title-year in terms of cultural, social and economic impact;
- The cultural and artistic content of the bid which reflects a clear artistic vision and strategy with a range of diverse high-quality artistic activities that combine local and traditional art and heritage with new, innovate and experimental cultural expressions;

[1] European Commission, "European Capitals of Culture 2020 to 2033: A Guide for cities preparing to bid", https://ec.europa.eu/programmes/creative-europe/sites/default/files/capitals-culture-candidates-guide_en_vdec17.pdf

- The European dimension which promotes the cultural diversity of Europe whilst encouraging cooperation between artists, operators and cities, particularly the partner ECoC;
- The effectiveness of its outreach strategy in involving local population and civil society in the process, the creation of new and sustainable opportunities and an overall strategy for audience development
- The capability of the city to manage the project with emphasis on the proposed funding strategy, the governance and delivery structure, the marketing, communication and brand management strategies
- The capacity to deliver a credible ECoC through evidence of strong political support and commitment from local, regional and national authorities as well as the necessary infrastructure to cope with the programme and the influx of visitors.

Timeline

2021 – 2022: Familiarusation with process, including attendance to initiatives organized by the Valletta Cultural Agency

2022 – 2024: Preparatory period to compile the Bid Book with multiple stakeholders including communities, artists, creatives, businesses, government authorities and international partners amongst others

2025: Official call by the European Union for interested applicants. This pre-submission process will be led and guided by the Valletta Cultural Agency, in fulfilment of its duties as per Legal Notice 427/2018 and as part of the legacy of Valletta 2018.

Expression of Interest

Cities are hereby being invited to submit a formal notification of their interest in becoming the European Capital of Culture in 2031 by filling in the attached form. The Expression of Interest is not a competitive process but it will help to focus resources on those cities who wish to take on this ambitious project. All those cities who express interest will then be able to:

- Attend a detailed seminar on the ECoC application process with interventions from local and foreign experts in the field which will be taking place in September 2021.
- Have access to the research carried out on cultural infrastructure across Malta and Gozo by Valletta 2018.
- Be guided by the VCA in the initial phase of the research which the city will need to do and on starting a public outreach and consultation process within the region.

The Application Form must be submitted to ippartecipa@vca.gov.mt by not later than the 31st March 2021.

Application Form

Name of Region:

Name of Regional President:

Represented by which city?

Name of City Mayor:

Questionnaire:

Please answer each of the following questions clearly and concisely.

9. Why does your city and the surrounding region wish to take part in the competition for the title of European Capital of Culture?
10. Can you explain briefly the existing cultural profile of the City and the surrounding region?
11. Can you explain briefly the cultural infrastructure currently present in the Region and the City?
12. Can you explain briefly the demographic profile of your city and the surrounding region?
13. What is your vision for the city and the surrounding region? What do you wish to achieve by 2031?
14. Who are your stakeholders in this process?
15. Do you already have international projects and/or partners within the city or region?
16. Why is your city and the surrounding region the best candidate to represent Malta and Gozo as the European Capital of Culture 2031?