

Annual Report

2022

[The body of the page is mostly blank, suggesting the text is either extremely faint or has been redacted. Only a few faint, illegible marks are visible.]

Culture Next Annual Report

Jan.-Dec. 2022 | The first year of the project

Table of Contents

3	<u>A Short Introduction</u>	9	<u>The Conference in Numbers</u>
4	Our Motivation	10	Communications Stats
5	<u>Member Cities in 2022</u>	12	<u>Project News</u>
6	Our Year in Numbers	14	Our Team
7	Timeline	15	Board Members
8	<u>Project Highlight: The 8th Culture Next Conference</u>	16	Photo Gallery

A Short Introduction

In 2022, Culture Next transformed from an informal structure into a self-aware network with defined membership, leadership, and program frameworks.

With the support of a Creative Europe grant aimed at organizational development, we reflected on our experience working with 30 ECoC candidate cities since 2017. This reflection led to the creation of a three-year plan for network development, which included strengthening our leadership team (both board and executive), refreshing the network's identity, expanding to 23 full member cities and 9 observing member cities, and embarking on a new stage of growth.

During the first year of the grant, Culture Next has demonstrated its ability to impact ECoC candidate cities. This is evident with the Portuguese candidates who signed membership agreements after leaving their national competition, and the previous title holder, Matera, which sought guidance in establishing its legacy project and used Culture Next as a model to persuade local authorities of its value.

With the introduction of the mobility program and the SDGs Guide, we are optimistic that the network will achieve the anticipated impact outlined in this project.

Looking to the future, we are committed to expanding these initiatives, strengthening our partnerships, and continuing to advocate for the transformative power of culture in shaping vibrant, sustainable communities. Our journey is just beginning, and with each step, we build a stronger, more cohesive network poised to make a meaningful impact on the cultural fabric of Europe and beyond.

Our Motivation

The European Capital of Culture (ECoC) is one of the most recognized action programmes of the European Union.

The dynamics and dimension of the process makes it attractive to cities that seek cultural, social, economic and infrastructural transformation. The hundreds of cities participating in this process bring together a vast set of learnings, good practice and knowledge that it's important to share and by doing so, to be an agent of positive action for Europe.

Bidding for the European Capital of Culture title requires commitment, investment and cooperation among various local actors, the candidature being an important unique development opportunity for all participating cities. However, more than 80% of the bidding cities are not awarded the title.

Beyond the bidding itself, all these cities develop strong cultural strategies and establish mechanisms for cultural planning and citizen participation. Moreover, these cities manage to raise significant budgets and energy for the implementation of their programme: a multiannual integrated plan contributing to local and European development. After the competition, all these efforts and emotional and financial investments are usually lost.

Culture Next attempts to gather and offer possible answers to this delicate question: How can candidate cities – be they candidates, title holders or former candidates that did not make it through the selection – make the most of this exceptional mobilising of talents, ideas, resources and energy?

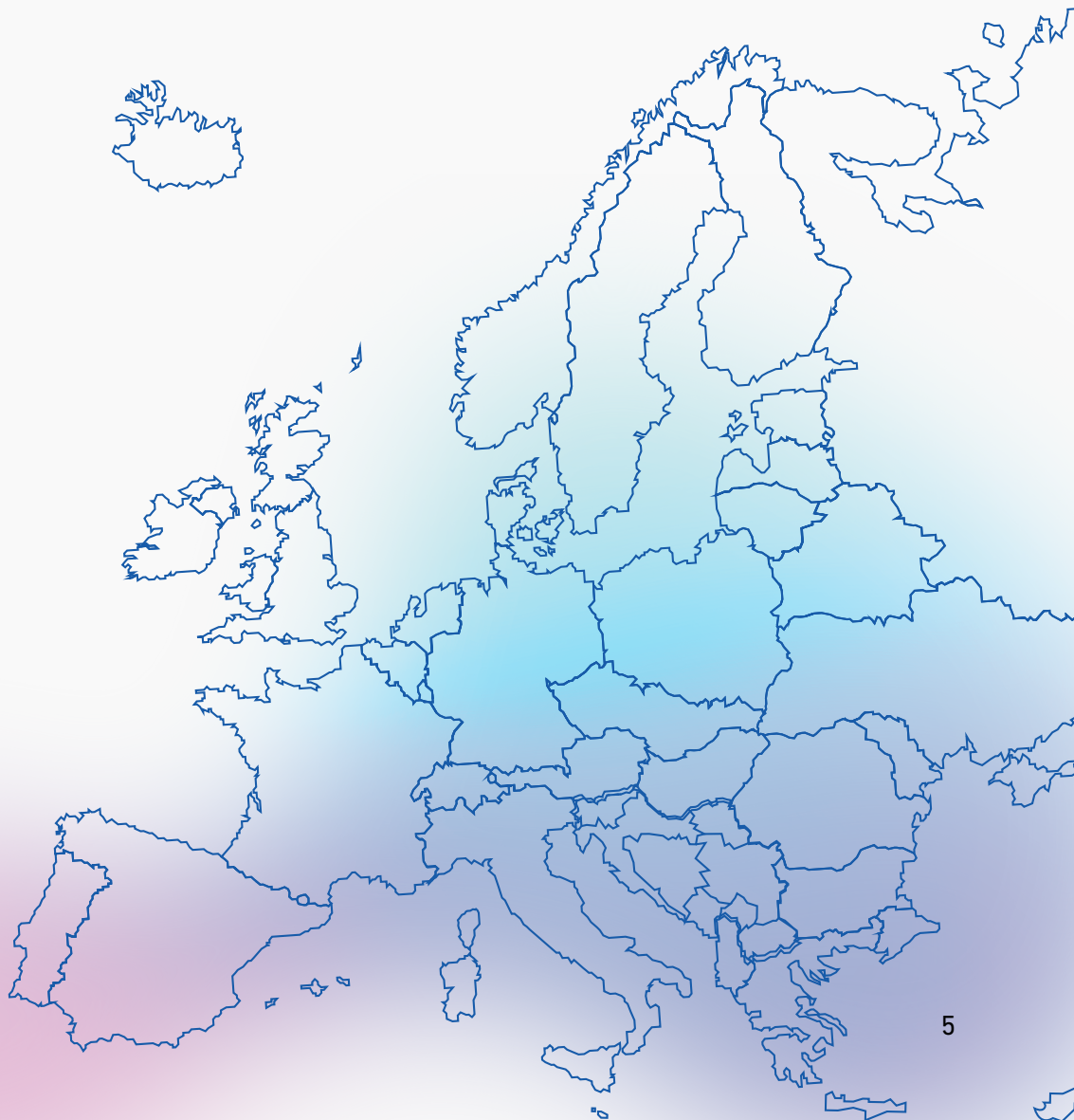
Member Cities in 2022

Full members:

1. Aveiro (Portugal)
2. Azores (Portugal)
3. Belfast (Northern Ireland)
4. Burgos (Spain)
5. Braga (Portugal)
6. Chemnitz (Germany)
7. Cluj-Napoca (Romania)
8. Debrecen (Hungary)
9. Dublin (Ireland)
10. Elefsina (Greece)
11. Faro (Portugal)
12. Gijon (Spain)
13. Leeds (the UK)
14. Leeuwarden (The Netherlands)
15. Leuven (Belgium)
16. Matera (Italy)
17. Oeiras (Portugal)
18. Oulu (Finland)
19. Plunge (Lithuania)
20. Reims (France)
21. Rouen (France)
22. Saint Denis (France)
23. Trencin (Slovakia)

Observing members:

1. Bastia (France)
2. Broumov (Czech Republic)
3. České Budějovice (Czech Republic)
4. Galway (Ireland)
5. Larnaka (Cyprus)
6. Tripolis (Greece)
7. Uppsala (Sweden)
8. Valmiera (Lithuania)
9. Veszprem (Hungary)



Our Year in Numbers

This year, we connected with Culture Next member cities to align on the network's dynamics and objectives, facilitated by effective internal communication through monthly meetings and updates. Our main goals included:

- **Building awareness:** Increasing recognition of the network among ECoC candidate cities, policymakers, NGOs, and national institutions.
- **Promoting the network's activity:** Showcasing network initiatives as models for capacity building in the cultural sector.
- **Generating active interest:** Encouraging active participation in open calls, activities, and events organized by Culture Next and its members.

1

INTERNATIONAL
CONFERENCE

1

CALL FOR
MEMBER CITIES

23

NEW MEMBER CITIES

25k

REACH ON SOCIAL MEDIA

9

OBSERVING MEMBERS

Timeline

Feb. 21 **Management Working Session**

The CN Management team (Board and Secretariat) met in Brussels to review and approve the Quality Assurance Plan and discuss a project chart with activities, budgets and timetable.

Feb. 28 **Creative Europe-funded kick-off meeting**

Representatives of Culture Next cities met online to kick-off the Culture Next 2022-2024 Programme funded by Creative Europe. On this occasion we introduced the new structure of the network, consisting of a permanent Secretariat hosted by the Cluj Cultural Centre and a Board of 6 member cities representatives.

May 17 **Management Working Session**

The CN Management team (Board and Secretariat) met in Brussels to design the membership plan, to review the Creative Europe grant plan, and to meet with the Project Officer and with fellow European networks such as European Festivals Associations and Culture Action Europe.

Oct. 12-14 **8th Culture Next Conference, Aveiro, Portugal**

The 8th Culture Next Conference was hosted in Aveiro, Portugal during October 12th and October 14th in the presence of representatives of 26 cities from 16 European countries.

Nov. 1 **Call for Member Cities**

The call for new member cities was launched on the last autumn month and was held open for 30 days. It included a description of the members' benefits and responsibilities, an application form for interested cities and the list of criteria. Given the raised European interest, all 23 full member seats were occupied and 9 more cities were invited to attend Culture Next as observing members.

Dec. 15 **First CN Monthly with the Updated Membership**

The first Culture Next Monthly meeting in the new formula was held online to close the year and start the new era. Members got to introduce themselves and expectations were set for the coming year.

Project Highlight: The 8th Culture Next Conference in Aveiro, Portugal

The 8th Culture Next Network Conference and the first one under this grant took place in Aveiro, in the presence of representatives of 26 cities from 16 European countries.

The following activities/ working sessions/ events took place:

- Culture Next Board Member meeting together with Policy Makers;
- Rounds of presentations of all participants/cities represented;
- Attendance of panels within NEB Goes South Conference;
- Working session with MESOC Consortium;
- Internal Culture Next Network plans working sessions;
- Meeting and connecting with local cultural agents;
- City visits and cultural programs.

Thereby, the conference developed a diversified schedule of sessions that promoted internal discussion and work within the network, its relation with other networks, entities and policymakers, as well as the local contact with the Aveiro territory and agents.

Regarding the relevance of the agenda for the Culture Next network, members and participants, we highlight the opportunity of attending a panel related to the newly established EIT for Culture & Creativity exploring the framework of culture and creativity funding at the European level as well as the meet and connect session with the MESOC Consortium with practical discussions and reflections. The internal networking sessions were also very relevant considering the high level of participants that could contribute for the network's future plans and also get informed about the membership.

PARTICIPANTS:

- 40 people, representatives of 26 cities from 16 European countries
- 20+ local participants

DATE

Oct. 12-14, 2022

The Conference in Numbers



26 European cities present at the 8th Culture Next conference in Aveiro, Portugal



60+
Participants

1.100
Likes on social media

600+
Website visitors

Communications Stats

The communication strategy employed a mixed-media approach, focusing on the Culture Next Network and Cluj Cultural Centre's official platforms.

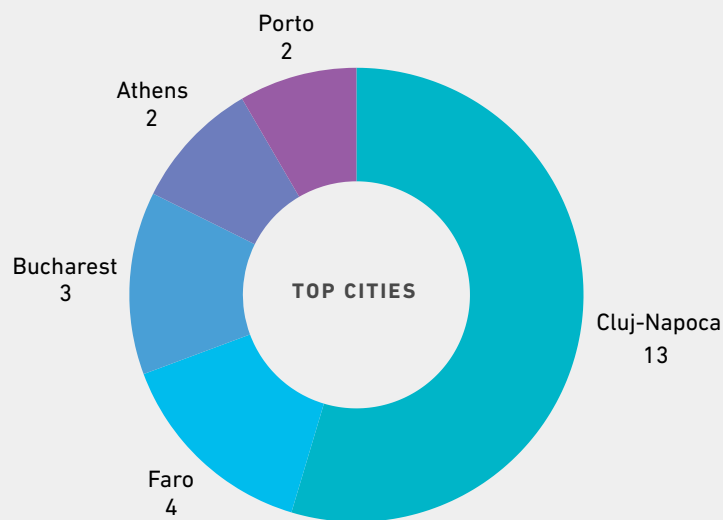
> **25k+**
Reach on social media

> **5.3k**
website visitors

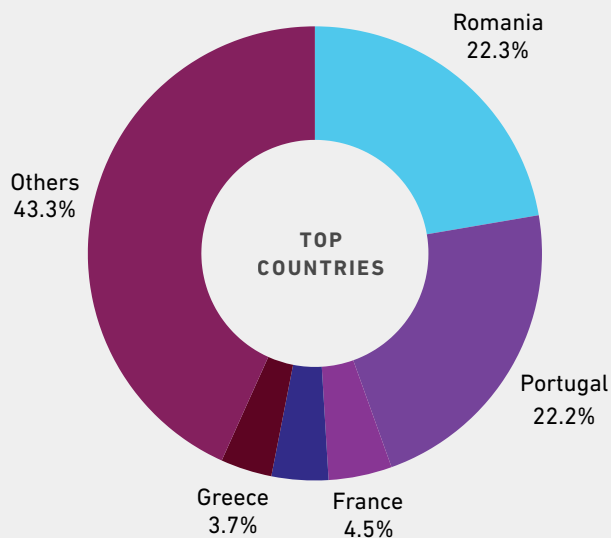
> **48**
Dedicated posts

> **15k**
Page views

Our Audience:

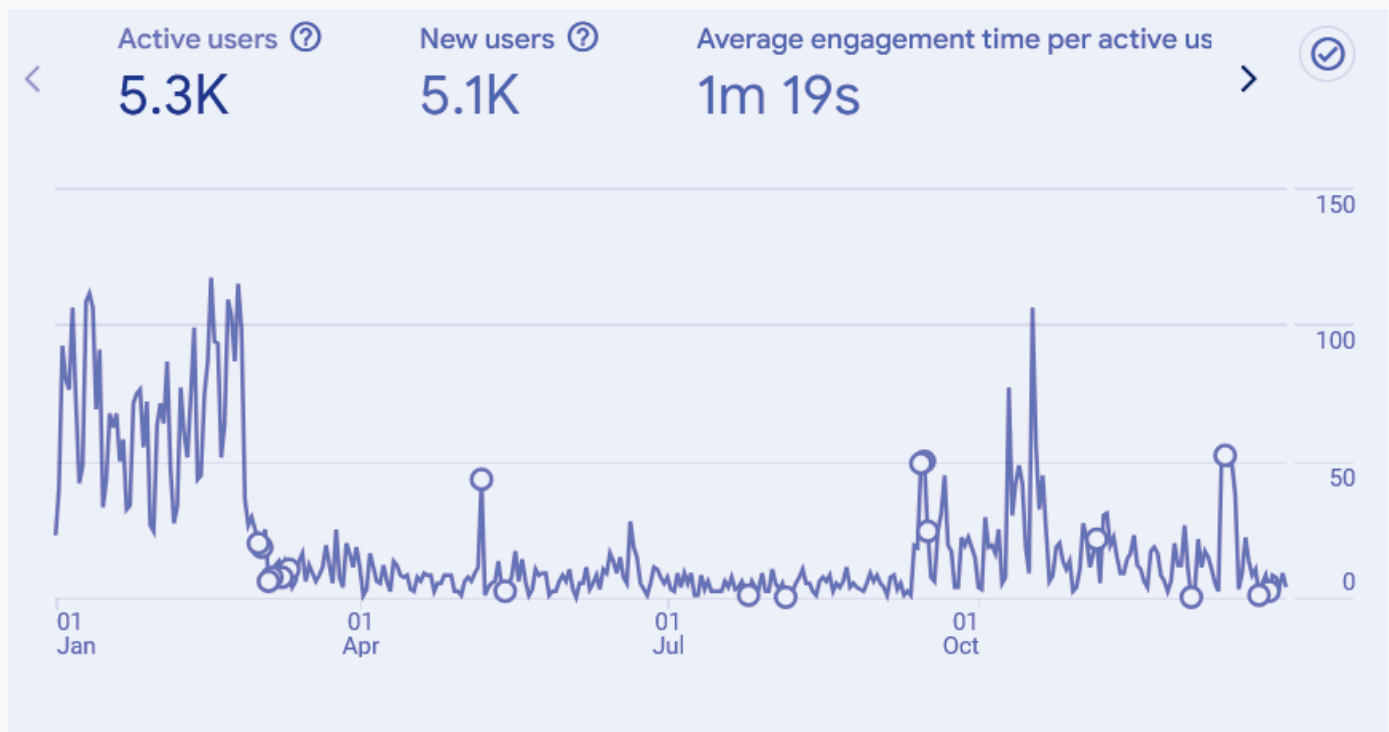


*expressed in percentages



Website Metrics

The peak traffic on our website coincided with events and initiatives specifically designed to foster engagement with cities.



These efforts not only encouraged member cities to be active in the network's activities but also helped us engage with cities who were not yet Culture Next members. By creating opportunities for interaction and collaboration, we effectively drew in a larger audience, showcasing the

importance of community involvement and the impact of our outreach strategies. This surge in website activity highlights the significance of targeted initiatives in driving engagement and participation from our community.

Project News

New members of Culture Next: 32 cities from 19 countries

12.12 <https://culturenext.eu/new-members/>

26 European cities present at the 8th Culture Next conference in Aveiro, Portugal

17.10 <https://culturenext.eu/26-european-cities-present-at-the-8th-culture-next-conference-in-aveiro-portugal/>

Culture Next Network Development – Creative Europe-funded kick-off meeting

01.03 <https://culturenext.eu/kick-off-meeting/>

Culture Next Cities Network, open call

09.11 <https://www.ecocnews.com/events/item/486-culture-next-cities-network-open-call>

300 milhões de euros para apoiar mais de mil startups na área da indústria cultural no espaço de sete anos

19.10 https://expresso.pt/economia/economia_tecnologia/2022-10-19-300-milhoes-de-euros-para-apoiar-mais-de-mil-startups-na-area-da-industria-cultural-no-espaco-de-sete-anos-80d29726

“Os governos europeus não veem a Cultura como um ‘player’ económico”

21.10 <https://leitor.jornaleconomico.pt/noticia/os-governos-europeus-nao-veem-a-cultura-como-um-player-economico>

12.12 **Universidade da Vantagem a Aveiro para Ser Capital Europeia da Cultura**

<https://www.dn.pt/local/universidade-da-vantagem-a-aveiro-para-ser-capital-europeia-da-cultura-15275178.html/https://culturenext.eu/new-members/>

02.03. **European funding for the development of Culture Next – the network of former or current candidate cities for the European Capital of Culture title**

<https://cccluj.ro/en/2022/03/02/european-funding-for-the-development-of-culture-next-the-network-of-former-or-current-candidate-cities-for-the-european-capital-of-culture-title/>

02.12.21 **Cities Fund for Culture launched – applications open until February 25, 2022**

<https://cccluj.ro/en/2021/12/02/cities-fund-for-culture-launched-applications-open-until-february-25-2022/>

12.12 **32 de orașe din 19 țări au devenit membre în rețeaua Culture Next**

<https://cccluj.ro/2022/12/12/32-orase-membre-in-reteaua-culture-next/>

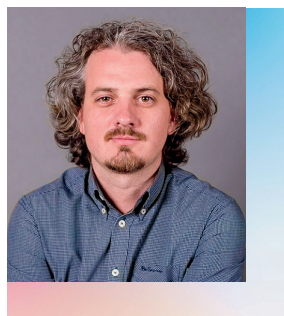
17.10 **26 de orașe europene prezente la conferința Culture Next de la Aveiro**

<https://cccluj.ro/2022/10/17/26-de-orase-europene-prezente-la-conferinta-culture-next-de-la-aveiro/>

02.03 **Finanțare europeană pentru dezvoltarea rețelei Culture Next**

<https://cccluj.ro/2022/03/02/finantare-europeana-culturenext/>

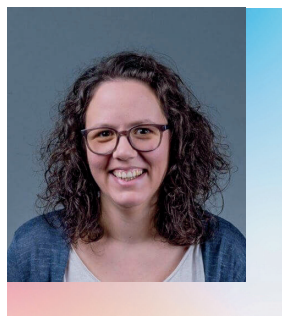
Our Team



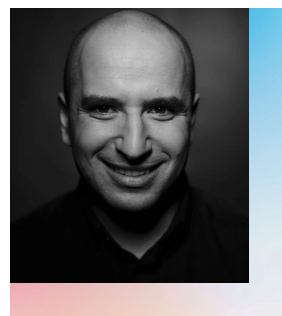
Ștefan Teișanu
Secretary General



Rarița Zbranca
Cultural Policies Lead



Meda Corovei
Financial Manager



Bruno Inacio
Membership Coordinator



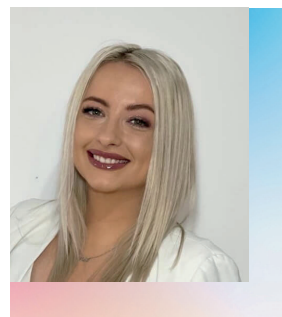
Andras Farkas
Projects Coordinator



Ana Zotea
Finance Support



Sorina Miclea
Finance Assistance



Paula Feșnic
Finance Assistance



Lorena Copil
Communications
Coordinator



Dalma Nyiri
Art Director

Board Members



Angeliki Lampiri

Director of Cultural
Training, ELeusis 2023
ECoC



Carlos Martins

Board Member, Aveiro



Henri Turunen

Executive Producer, Oulu
2026 ECoC



Immie Jonkman

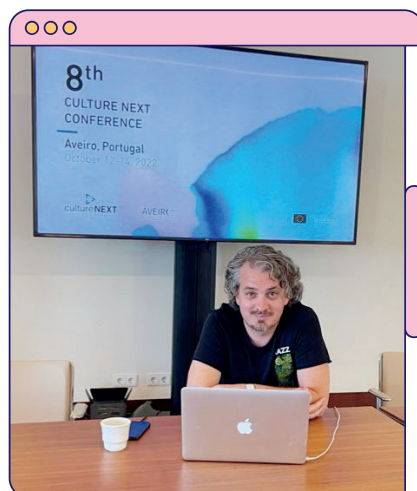
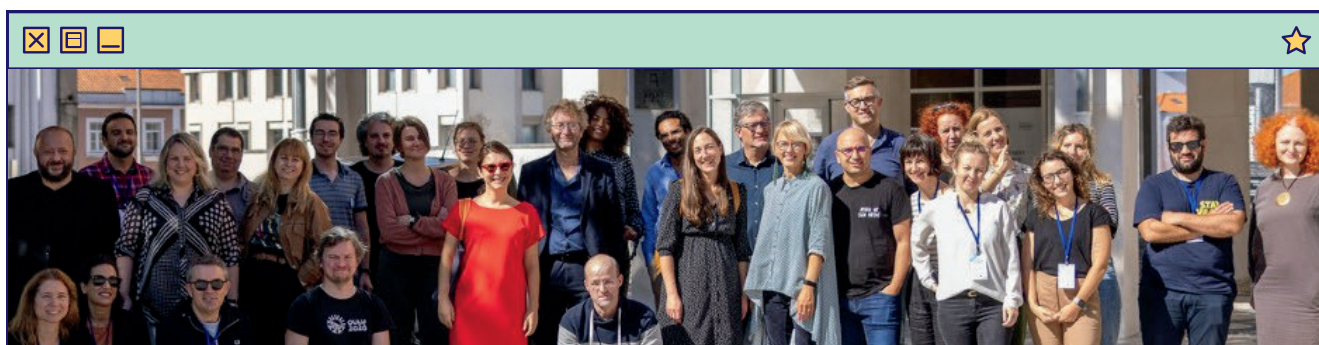
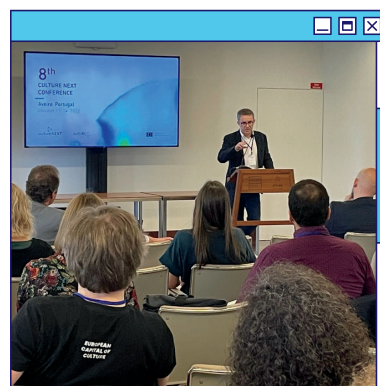
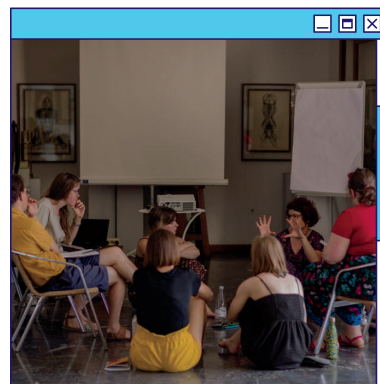
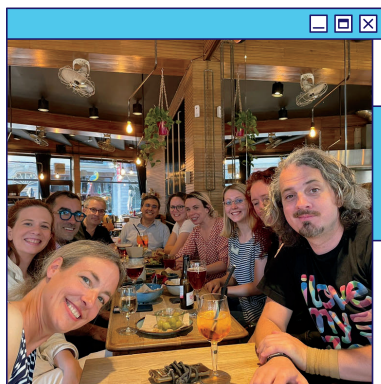
CEO Leeuwarden
Fryslân 2028






Pam Johnson

Head of Culture
Programmes Leeds City
Council

Photo Gallery



Stay in touch

-  Fluieraşului street no 3, Cluj Napoca
Romania, 400073
-  hello@culturenext.eu
-  culturenext.eu



Co-funded by
the European Union

Culture Next is a project co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Creative Europe. Neither the European Union nor the granting authority can be held responsible for them.

