

Ghent 2030

candidate
European Capital of Culture



 CULTUUR GENT

 gent:

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European Capital of Culture

- European Capital of Culture?
- Ghent has ambition and inspires
- The road towards 2030 (and beyond)
- Until now
- The next steps
- Remember!



European Capital of Culture?

- Since 1985 – now 2/3 cities per year
- Antwerp 1993 – Brussels 2000 – Bruges 2002 – Mons 2015
- 2030: city from Belgium, Cyprus and EU-candidate country
- Size does not matter - regional collaboration is ok
- Look to the future - no business as usual
- Focus on societal impact – much more than tourism

'The title European Capital of Culture served for many cities as a **catalyst** for cultural development and the transformation of the city.'

– Robert Palmer, director Brussels ECOC 2000

'You want to **change** the city not celebrate it.'

– From the workshop 'Shaping a European Capital of Culture', Wroclaw 2018



Ghent has ambition and inspires

. Ghent **aims** to be a resilient and flexible city with physical and mental space for citizens to feel at home and contribute to new forms of cultural and active citizenship.

"You matter!"



Concept:

'Creating spaces of belonging'

- The city as an open workshop for Europe

This means:

- **WILD ('Rewilding the city'):**

create cultural free ports and plough the urban field with culture at the wheel

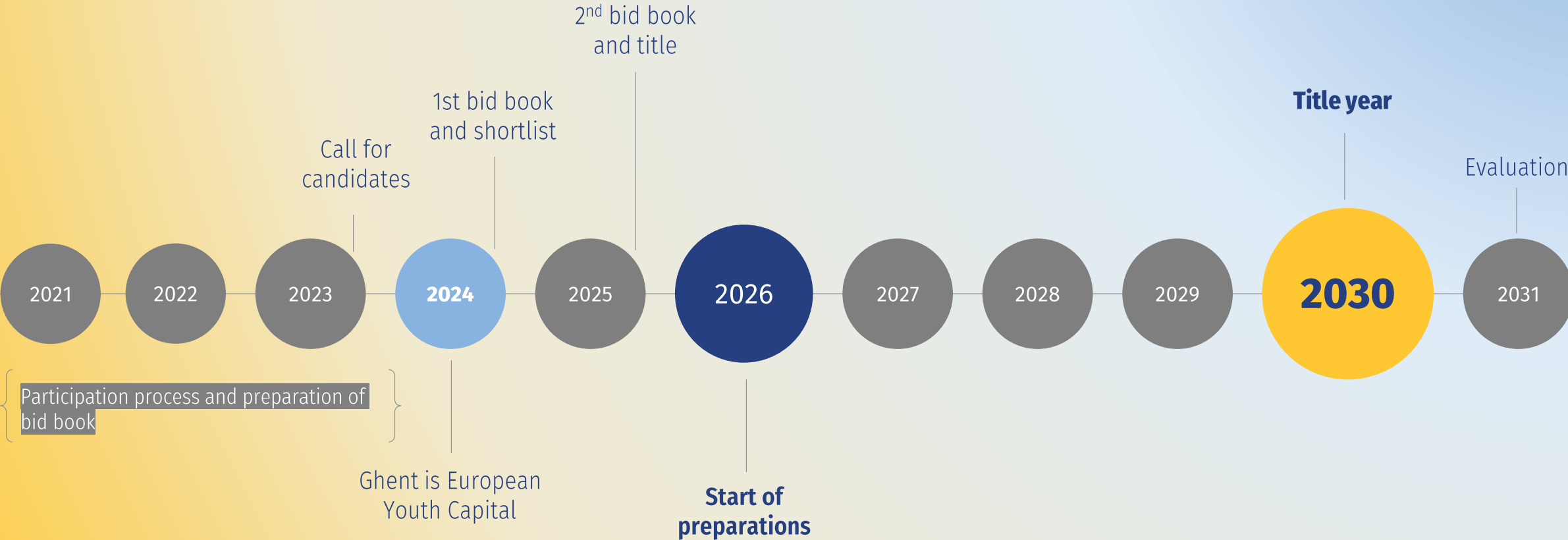
- **WE ('Rewire the city'):**

give space and a voice to all residents, organisations, companies and other stakeholders

- **WISE ('Rewonder the city'):**

make Ghentians proud of their city

The road towards 2030 (and beyond)



Until now



Phase 1 (2021) — **Orientation**

Interviews with **400** stakeholders

Online inspiration sessions with previous winners



Phase 2 (1st half 2022) — **Concept**

- **6** experts
- **+200** replies for open call
- **30** for 2030: value framework and concept note



Phase 3 (2nd half 2022) — **Cultural strategy and start of asbl Gent2030**

- Cultural strategy: involvement of **+100** civil servants, Management team and municipal council
- Start of structural collaboration with key stakeholders: City of Ghent, University Ghent, North Sea Port, Ghent Cultural Board and Community Gent

The next steps

2023

PREPARE BIDBOOK

- City of Ghent works out long term **cultural strategy**
- Search for **networks, participation and keystoneholders**
- Organise even more **contact moments** with various targetgroups
- The **artistic team** starts
- Broad **communication**: “We are candidate!”
- **European visibility**

2024

CONTINUE PREPARING AND WRITING BIDBOOK

- Finetuning the **cultural strategy**
- Set up **artistic collaborations** and create a **cultural artistic program**
- Establish external **funding**
- **Branding** and new website
- Strengthen the **European link** through a.o. Ghent European Youth Capital 2024 and EU presidency of Belgium
- **Write** 1st version of bidbook

Remember

- ✓ The title of European Capital of Culture is a lever to **change the city and tackle societal challenges.**
- ✓ The **city government's policy** priorities confirms and reinforces the candidature's choices.
- ✓ Preparations started 2 years ago via a **collaborative model** with broad participation, key stakeholders that prepare bid book and an artistic team.
- ✓ Ghent 2030 is and will be **a story for, by and of Ghentians: its organisations and companies.** We seek **cooperation and co-financing.**
- ✓ Ghent's choices are in line with **European values** and priorities.





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**Follow our
candidacy**

www.gent2030.eu
gent2030@stad.gent

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