

## Festivals Cities Conversations

### Festivals, cities and sustainable cultural tourism

Friday, 5 June 2020, 13.00 – 14.00 PM

*This session is co-organised with KEA European Affairs*

*With presentations by* Clementine Daubeuf (KEA) and Iulia Niculica (European Travel Commission)

*Followed by a moderated conversation with:* James McVeigh (Festivals Edinburgh), Stefano Dominioni (Cultural Routes of the Council of Europe), Miguel Ángel Martín Ramos (Yuste Foundation & Cultural Routes of Charles Fifth), MEPs and EC representatives

*Facilitated by:* Cristina Farinha (Cultural and Creative Sector Policy Expert) and Kathrin Deventer (EFA)

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### Three starting points

- A) Cities in Europe are the motor of Europe's tourism without any doubt. Festivals in some cases as well: for sure the big flagship ones like Avignon, Salzburg, Edinburgh, Vienna, Brussels, Sibiu or the rock and pop festivals. For sure, festivals contribute to the attraction of a place. We said in session 1: "They give it a temper, a colour. They attract business to cafés, restaurants, hotels, and increase visibility to the rest of the world. Festivals elevate community pride and build up the reputation of a city as one with heart and soul." Culture contributes highly to the economy, and to the attraction of the place.
- B) What seems to be revealed with corona now is what research positions on the future of tourism stated already before: Less is more. Slow cities. Slow arts as Edinburgh International Festival Director Fergus Linnehan calls it: the city becomes again more a city of the people and not of mobility only/anymore; the city as a place to be and to live. With car free zones. green fields. With playgrounds, with arts in the centre. As the head of sponsoring of a big company said in our last EFA zoom meeting: society, the people, the inhabitants, the community are the 'stars' of the city, not the names anymore.
- C) And on the political side: "While the Commission's proposed recovery plan has a lot going for it, the specific figures for the education, culture and youth programmes are deeply disappointing and simply not in line with the statement by the Commission President on the importance of future generations, along with education and culture." European Parliament CULT Committee says about EC's massive recovery plan revealed on 27 May. Despite the knowledge that a/ the culture and creative sector is the most hit by the crisis and b/ it contributes substantially to the European Union's economic performance, the proposed budget is not acceptable. At the same time, the tourism sector is equally affected by the crisis – but: it sees a stronger financial contribution for its recovery in EC's proposal. We see similar scales of measures on the national and local level.

**The question today is: how can we together make sure that cultural life takes a strong part in the future of local, national and EU's tourism agenda and is as such financially sustained?**

## Some links on the topic

- The 2020 Rome Charter: <http://www.2020romecharter.org>
- Agenda 21 for Culture - Culture, cities and the COVID-19 pandemic:  
[http://www.agenda21culture.net/sites/default/files/files/documents/en/report\\_culture-covid-19\\_-\\_draft\\_1.pdf](http://www.agenda21culture.net/sites/default/files/files/documents/en/report_culture-covid-19_-_draft_1.pdf)
- Eurocities: <https://covidnews.eurocities.eu>
- The Cultural and Creative Cities Monitor (2019 Edition):  
<https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/cultural-and-creative-cities-monitor-2019-edition>
- KEA European Affairs: <https://keanet.eu>
- Euronews and European Travel Commission virtual debate "Rethinking and Reviving Travel and Tourism" on Thursday 4 June at 15.00 CET: <https://www.youtube.com/euronews>