



## Arts Festivals Summit 2023 Peralada / Girona

### Report - European Arts Festivals Alliance under continual construction: Arts, cities and business

*24 April 2023, 16.30 – 17.15, Peralada*

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Guided by the [70-Years-On Agenda](#), two EFA sub-communities - the **cities & regions**, and the **business sector** - came together with festival makers (EFA Members, Alumni of The Festival Academy, EFFE Label festivals, and EFFEAs festivals) at this year's Arts Festivals Summit Peralada / Girona from 23 till 26 April 2023.

Festivals play an important role in today's societies. Cross-sectorial work from the arts to business is more and more important to understand and harness the power of the arts more efficiently. EFA is offering its community of arts festivals to partners that have a keen interest in connecting and working with the arts through the format of arts festivals.

In this context, the Arts Festivals Summit counted on a number of cities representatives from across Europe, as well as some voices from the business world.

Silvana Verdiani, from the Creative Europe Programme of the European Commission, spoke about the importance of the European Festivals Fund for Emerging Artists (EFFEA). Artists are at the core of the EFA.

### The business sector

Similarities exist between festivals and businesses. This common ground offers more than charity or sponsorship acts between separate partners. A part of the business community carries an innate affinity and commitment to the art. Just as festivals have a business dimension per se, businesses carry arts components in themselves. Some less, others more. In any case, different crisis situations have revealed that the world is interconnected and that the different spheres of society need to collaborate more to ensure public spaces, fundamental freedoms, health and well-being of our societies. Festivals are at the crossroads of several sectors such as tourism, urban planning, health, and business. EFA will be there to offer a platform for dialogue by bringing different stakeholders to the table.



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The conversation with the business community was launched by the host of the Summit, the Peralada Group who is among the companies most organically impregnated with art. In this context, Isabel Suqué Mateu, President of the Foundation Castell de Peralada underlined that not only does the Group's corporate profile have an important cultural component, but the arts also benefit from the company's profits. This commitment was manifested in 1987 with the launching of the Festival Castell Peralada and in 1995 with the creation of the Castell de Peralada Private Foundation. Culture is the main focus of the foundation. In addition, the Castell de Peralada Foundation has two more important spheres of action: sustainability and solidarity. This is not much different from how many art festivals diversify their agenda.

## Cities and regions

Throughout the Summit, representatives of cities and regions added their thinking and reflections to the exchanges that were initiated by EFA under the [EFFE Seal for Festival Cities and Regions](#) in the past Arts Festivals Summit 2022 in Yerevan.

Co-initiated by seven cities - Belgrade (Serbia), Bergen (Norway), Edinburgh (UK), Ghent (Belgium), Krakow (Poland), Leeuwarden (Netherlands), Ljubljana (Slovenia) - and their stakeholders, the EFFE Seal for Festival Cities and Regions is a recognition and an invitation to cities and regions that wish to associate and integrate their development and image with a strong festival, cultural - and European - commitment. Next to the seven founding cities, three other cities have signed the EFFE Seal in Yerevan: Birgu (Malta), Cividale del Friuli (Italy), and Yerevan (Armenia).

The EFFE Seal is continually deepening its exchanges and growing in terms of numbers.

The eight following cities and their respective representatives signed their commitment to the EFFE Seal at the occasion of the Arts Festivals Summit 2023:

- Marta Madrenas, Mayor of the city of Girona (Catalonia, Spain)
- Pere Torrent, Mayor of the city of Peralada (Catalonia, Spain)
- José Ribau Esteves, Mayor of the city of Aveiro (Portugal)
- Roin Dekanoidze, Deputy Mayor of the city of Marneuli (Georgia)
- Avtandil Gulikashvili, Mayor of the city of Sagarejo (Georgia)
- Kriistina Avik, Head of Culture of the city of Tartu (Estonia)
- Plamena Marinova, Deputy Mayor of the city of Varna (Bulgaria)
- Neyko Genchev, Deputy Mayor of the city of Veliko Tarnovo (Bulgaria)

At this moment, 18 cities have committed and integrated their development and image to a strong cultural commitment.

