



Study visit EUROCITIES and EFA (European Festivals Association)

Get inspired on using cultural events as a driver for ecology, innovation and social-economic change at the European Capital of Culture 2018 Leeuwarden-Friesland!

Date

July 18-20, 2018

What?

A study visit for a delegation of EUROCITIES (max. 25 participants) and EFA (European Festival Association) (max 25 participants) to Leeuwarden – Friesland European Capital of Culture 2018.

Focus of the study visit

Get inspired on using cultural events as a driver for:

- Awareness for the surroundings we live in.
 - Addressing the importance of a balanced ecology by culture.
 - How to organize festivals eco-friendly?(example projects: King of the Meadows, Silence of the Bees, Welcome to the Village)
- Innovation. How to use festivals as temporary mini-societies to test and stimulate innovation? (example project: Innofest);
- Socio-economic change: cultural education and events as a driver for inclusion and participation. How can we make culture accessible for everybody: young, old, rich, poor, new inhabitants, people outside the city (example projects: Adje, Look@me!).

Objectives of the study visit

- Share knowledge on the role of local authorities (facilities, licenses, finance, infrastructure) in fostering sustainability through cultural events
- Learn from the hosts city and other guests (city and festival experts) how projects are implemented at local level
- Share experience, challenges and results with peers from all over Europe

Outcomes of the study visit

Recommendations to cities will be developed based on the conclusions of the study visit

Why does Leeuwarden want to invite members of EUROCITIES and EFA?

- To learn from partner-cities and events on specific topics (see: focus of the study visit).
- The year 2018 gives us the opportunity to show what Leeuwarden – Friesland offers in the field of culture.
- The 'Innofest *1' project appeals to several international events and EUROCITIES-members. The same goes for Cultural projects that address climate/environment issues such as King of the Meadows.

- Vice versa is the European network of EUROCITIES and EFA of interest for the entrepreneurs and start-ups participating in Innofest. It offers them a European stage to promote their innovations.
- To strengthen the position of Leeuwarden – Friesland with these networks (getting a better position enhances the chance to be considered a partner in possible European projects).

Draft Programme

Wednesday July 18th

Time	What	Where	Hosted/guided by
18:30-19:30	Welcome and introduction dinner	Stadsoase	Dep. Mayor Sjoerd Feitsma
19:30-20:00	Guided bus to Groene Ster (introduction on culture/nature best practice King of the Meadows) King of the Meadows presents sympathetic, creative and sometimes confrontational performances that pay tribute to biodiversity and the landscape	Bus	King of the Meadows, Hester explains
20.30-23.00	Theatre and music event ' Conference of the Birds ' (theatre, dance, Birds and Brass)'	Festival area Groene Ster	Producers of King of the Meadows Guy&Roni
23.30	Bus back to the hotels		

Thursday July 19th 2018*Parallel program for EFA members and for EUROCITIES members until 17.00*

Time	What	Where	Hosted/guided by
09.00 uur – 9:30 uur	Guided walk to Nature Museum Friesland	Pick up at hotels, in groups to museum	Leen een Fries/Frisian volunteers
09.30 - 10.30	Welcome and coffee Introduction about the study visit and Leeuwarden ECoC as a host (Dep. Mayor & EUROCITIES & EFA?) Speed date session to get to know each other	Frisian Nature Museum	Dep. Mayor of Leeuwarden Sjoerd Feitsma. EUROCITIES
10.30 – 12.00	Culture/Awareness for the surrounding we live in: King of the Meadows & the Great Black Tailed Gotwit Theatre exposition King of the Meadows presents sympathetic, creative and sometimes confrontational performances that pays tribute to the natural diversity of Friesland.	Nature Museum Leeuwarden	Tom van Slooten (CEO Nature Museum Friesland)
12.00 – 13.00	Lunch	Picnic on traditional Frisian canal boats (city tour on water). Hop on: Prinsentuin. Hop off: OBE/Oldehove.	Henk Leutscher/Borrow a Frisian/Sjoerd Feitsma
13.00-14.00	Culture/Socio-economic change: best practices ' Circus Adje- Look@me ' 'Look what I can do' is the theme of this Circus 2.0 project. It is a multi-disciplinary culture initiative that stimulates creativity and self confidence and enhances the interest in culture and arts among all kids and youngsters in Leeuwarden	OBE Language Pavillion	Dieneke Zwiers, Managing Director Kunstcade
14:00-14.30	Guided walk to Culture hub Blokhuispoort Leeuwarden	City center	Henk Leutscher
14:30-15:30	Workshop on the Cultural and Creative Cities Monitor	Culture hub Blokhuispoort Leeuwarden	Mrs. Valentina Montalto and mr. Francesco Panella (European

	The Cultural and Creative Cities Monitor is designed to help national, regional and municipal policy makers identify local strengths and opportunities and benchmark their cities against similar urban centres using both quantitative and qualitative data.		Commission DG Joint Research Centre)
15.30 – 16.30	<p>Presentation 'Leeuwarden European Capital of Culture – change through cultural events'</p> <p>Leeuwarden-Friesland 2018 tackles its Capital of Culture year by sticking its head above the parapet. By bringing about change in the province, country and Europe in order to go from a community to an <i>open</i> community.</p>	Culture hub Blokhuispoort Leeuwarden	Claudia Woolgar
16.30	Informal drinks (plus free time to explore city centre)	Culture hub Blokhuispoort Leeuwarden / Proefverlof	
19.00 – 22.00	Official dinner		
22.00	Bus/walk back to the hotels		

Friday July 20th 2018

Time	What	Where	Hosted/guided by
9.00-9:30	Guided bus tour	To Kruidhof in Buitenpost or Claudy Jongstra's farm in Huns	Claudy Jongstra
9:30-11:00	Culture/Nature: Silence of the Bees or Farm of the World (<i>to be chosen soon!</i>)	Kruidhof in Buitenpost or Claudy Jongstra's farm in Huns	Jan Willem van Kruyssen (producer) or Claudy Jongstra (producer)
11.00-11.30	Bus to 'Groene Ster'	Groene Ster	-
11:30	Accreditation	WTTV organisation (Lara)	
12.00-13.15	<p>Welcome @ the festival 'Welcome to the Village –WTTV ' and networking lunch</p> <p>One of the most eco-sustainable festivals in the world shows you their ideal society looks like.</p>	Festival site 'WTTV' at Groene Ster area	Sjoerd Bootsma – program manager Welcome to the Village

13.15-14.45	<p>Mini tour Innofest locations followed by talk/workshop 'Innofest'.</p> <p>Innofest uses festivals as living labs for innovation. Innofest helps startups to test their prototypes on festivals.</p>	Festival site 'WTTV'	Anna van Nunen - CEO Innofest
15.00 – 16.30	<p>Workshop 'Sustainable Festivals'</p> <p>The Festival Academy developed a toolkit for festival organizers to make their festival as sustainable as possible, covering the fields of sustainable finance, ecology, volunteering program, relations with artists, funding bodies, audiences, community etc.</p>	Festival Site	<p>The Festival Academy</p> <p>Laure Verbruggen / Inge Ceustermans?</p>
16.30-17.30	Wrap up	Festival site 'WTTV'	EUROCITIES
18.00	Informal drinks and possibility for diner and visiting festival WTTV	Festival site 'WTTV'	-
01.00	Last bus to the hotels	-	-