

What is Dublin2020?

The European Capital of Culture for the year 2020 will be hosted by Ireland and Croatia. Four Irish Cities are taking part in the national competition to win the designation for Ireland (they are Dublin, Galway, Limerick and the South East)

Dublin 2020 is Dublin's campaign to make sure our city wins the designation

While 2020 may seem like a long time away, the judging is happening sooner. By mid-November of this year, a panel of European judges will arrive to assess the Bid book proposal and shortlist their favourite cities into a second round of the competition

The reason Dublin is competing for the European Capital of Culture 2020 is to build a new story for Dublin, based on shared ideas, inclusion and confidence. Dublin can be a leading city in Europe; we can take advantage of our talented young population, our informed older population and everyone in between to initiate major progress in communities and neighborhoods. Many people will naturally assume that a Capital of Culture will be about 'supersizing' what we already do in Culture but in fact it is about **addressing major social issues through cultural programming**. We need everyone in Dublin to join in. If you are part of Dublin you are part of Dublin2020 (#TeamDublin)

Dublin's Bid for European Capital of Culture - **Objectives and Legacy of the Bid Process**

- To implement a bidding process that will leave Dublin with a legacy of consultation and a vision for the future
- Engage with the citizens of Dublin about their wishes for Dublin (via workshops, focus groups and large and small meetings and events)
- An Advisory Group has been established to guide the processes and ideas. On an ongoing basis this group will continue to expand to include more diversified representation.
- Cultural Strategy of the City will be rewritten.
- Dublin will engage with cultural partners and European partners.
- Dublin2020 will prepare a Bid Book proposal which we hope all of Dublin will be proud of and stand behind

- Dublin's strategy is that a legacy is left from every part of the Bid process – application, short listing, designation. This will impress the judges that we already understand the social, economic and tourism value of Culture and bring us closer to winning.

Dublin2020 Activity so far:

Workshops and Meetings

Over the past few months we have been holding workshops on a wide range of topics relevant to life in Dublin. These workshops are ongoing and will run all the way into November. In order to plan the proposed programme for 2020, we have been talking to Dubliners, about their visions of Dublin now, as well as their hopes and wishes for Dublin in the future. By including as many people, businesses and organisations in the conversation as possible, we will ensure that the Dublin2020 programme will include projects designed by many, for many. So far over 3,000 people have taken part in workshops alone. Here are some key insights that have become apparent:

- We have learned how creative Dublin people are, and how much they care about their city.
- There is a strong identity in individual neighbourhoods, but there is a lack of social connection between them.
- There is a need for more initiatives between younger and older people for learning, support and connection.
- There is a tolerance for different cultures in Dublin, but there is a need to encourage more integration and engagement.
- We are struggling with any connection to Europe; Dublin is more connected with Boston than Berlin.

If Dublin2020 is successful in this competition, Dublin will have the chance to address, together, some of these issues and more through unique, large-scale cultural events and programmes. Dublin2020 will aim to make Dublin a better place for all, attempting to bring our city to its next stage of development; essentially, achieving social change, through culture.

Other Capitals of Culture

There are many examples of the successes of the accolade. Liverpool won the title in 2008 and brought up to a billion pounds in new investment in tourism into the city that year, and more importantly, changed attitudes towards living in the city, improved the quality of life for its people and showed the true potential of what a European Capital of Culture title can achieve.

Marketing and Communications

The aim is that the judging panel can walk the streets of Dublin and ask people passing by if they know about the Bid. This is the target. Lots more activity is required to be achieved in this area.

We are continually working with digital media and traditional media on further coverage of the Dublin2020 events and objectives to increase coverage and awareness of the campaign for Dublin to become European Capital of Culture

Social Media reach: Facebook 600,000; Twitter 450,000, YouTube 25,000

Newspaper print and online coverage received include: Gazette / Herald/ LeCool / Daily Express/ Hotpress / Irish Times / Irish Independent / The Journal / Dublin Event Guide / NewsTalk / Entertainment.ie / Nialler9 / Dublin Bloggers / Dublin Town / Visit Dublin / The Herald / 98FM / Lovin' Dublin, Irish Mirror, The Star,

Radio coverage received includes: 98fm/ Phoenix FM/ Dublin City FM/ Fm104 / Near FM / Today FM / Newstalk.

The Bid Book deadline is October 17 and the judging panel will visit at the end of November. A shortlist of two or three cities will occur immediately thereafter. If shortlisted the competition continues until September 2016.

**Ray Yeates,
City Arts Officer.
September 2015**