

**STADTENTWICKLUNG MIT
KULTUR
GEMEINSAM TUN UND
VONEINANDER LERNEN?**



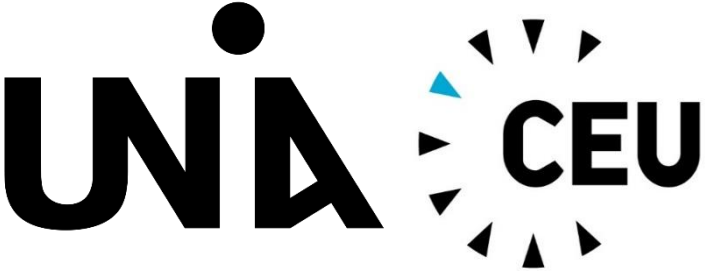
**openTransfer CAMP „New
Green Munich“**

**NICO DEGENKOLB
06.07.2021
#OTC21**

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.

ABOUT ME



WE ARE BIDDING FOR
EUROPEAN CAPITAL OF CULTURE
NÜRNBERG 2025

B.A. EUROPEAN CULTURAL HISTORY
M.A. INTERNATIONAL RELATIONS
EUROPEAN STUDIES

From 2011-2017 & since 2021
STRATEGY AND EVALUATION
CULTURAL AND CREATIVE INDUSTRIES

2017-2020
BID COORDINATOR NÜRNBERG 2025
INTERNATIONAL AND REGIONAL AFFAIRS



 **NICO DEGENKOLB**

Welche Städte sind für Dich Vorreiter bei der grünen Transformation?

tübingen

amsterdam

kopenhagen

kleine dörfer

oslo

barcelona

bristol

münchen

In welche Städte fährst du wegen
ihrer Kultur?

London

Zürich

Berlin

Belrin

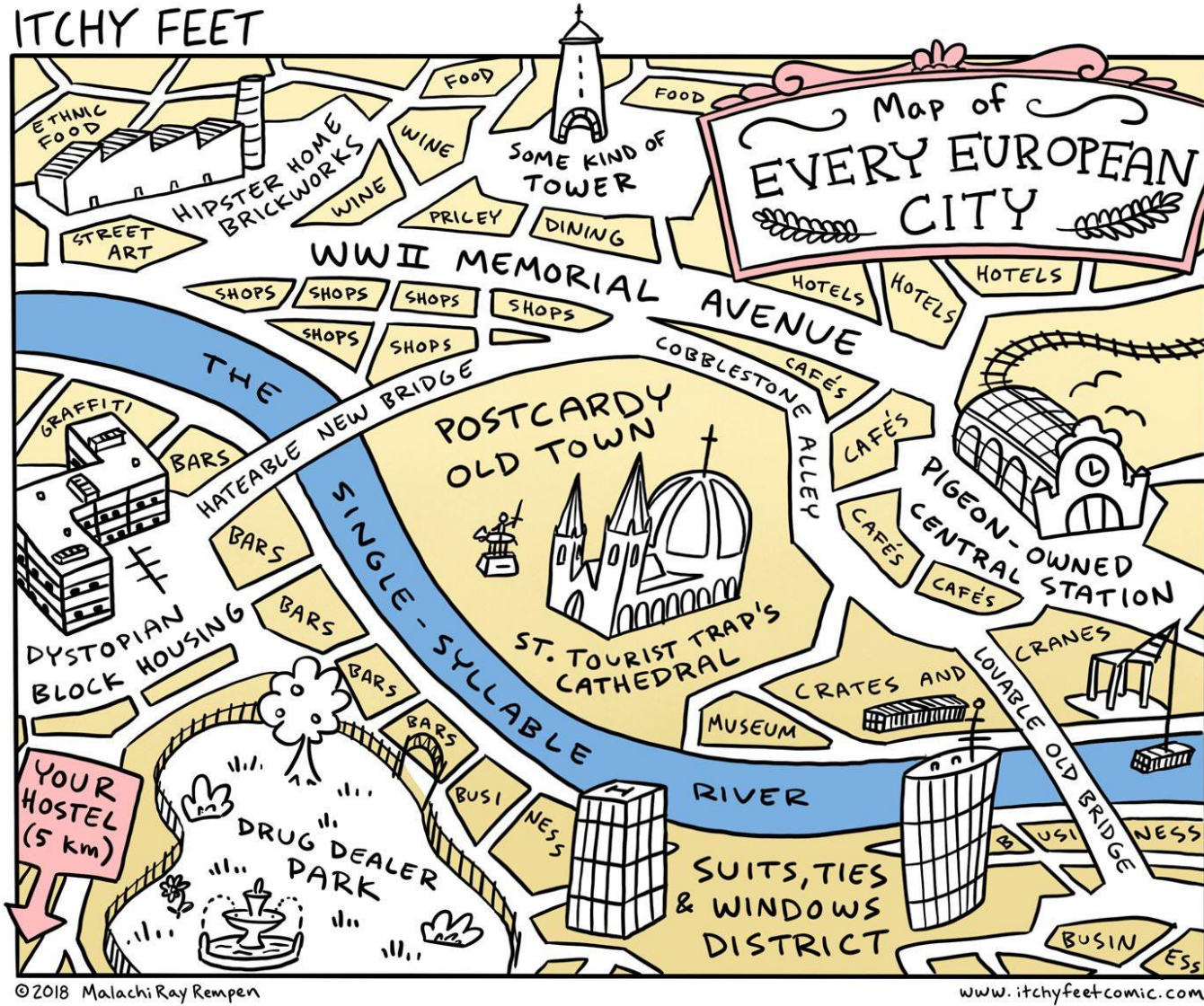
Rom

Paris

Moskau

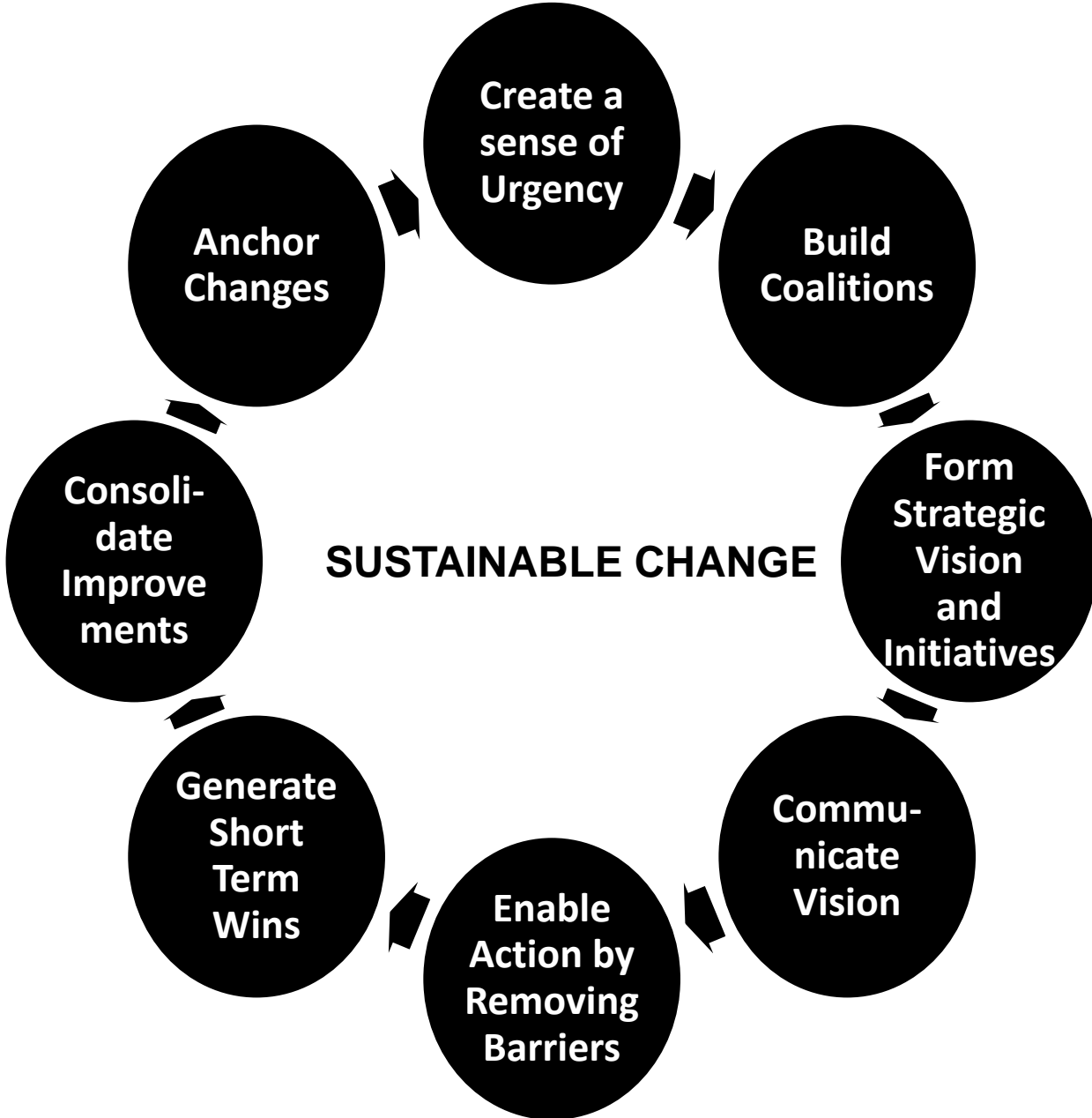
Wien

MAP OF EVERY EUROPEAN CITY



Source: <https://imgur.com/gallery/P5o0SIV>

KOTTER'S MODEL OF CHANGE



CREATING A SENSE OF URGENCY



CREATING A SENSE OF URGENCY

Folgen der Pandemie

Kulturbranche härter getroffen als der Tourismus

Kunst und Kultur sind wichtig – auch aus ökonomischer Sicht. Eine Studie zeigt: 2020 hat die Kreativbranche europaweit einen Umsatzverlust von 31 Prozent erlitten.

27.01.2021, 17:01 Uhr



DER SPIEGEL 27.01.2021

DER SPIEGEL 27.01.2021

Corona-Pandemie

EU will Kultursektor wiederbeleben

30. Juni 2021



DLF 30.06.2021

CREATING A SENSE OF URGENCY

09.06.2021 – 09:56

[The Economist](#)

PRESSEMELDUNG: The Economist Intelligence Unit: Deutsche Städte größte Verlierer weltweit bei Lebensqualität



[Bild-Infos](#) [Download](#)

[Source: The Economist Intelligence Unit: Deutsche Städte größte Verlierer](#)

FORMULATE A VISION

Explore the Cultural and Creative Cities Monitor

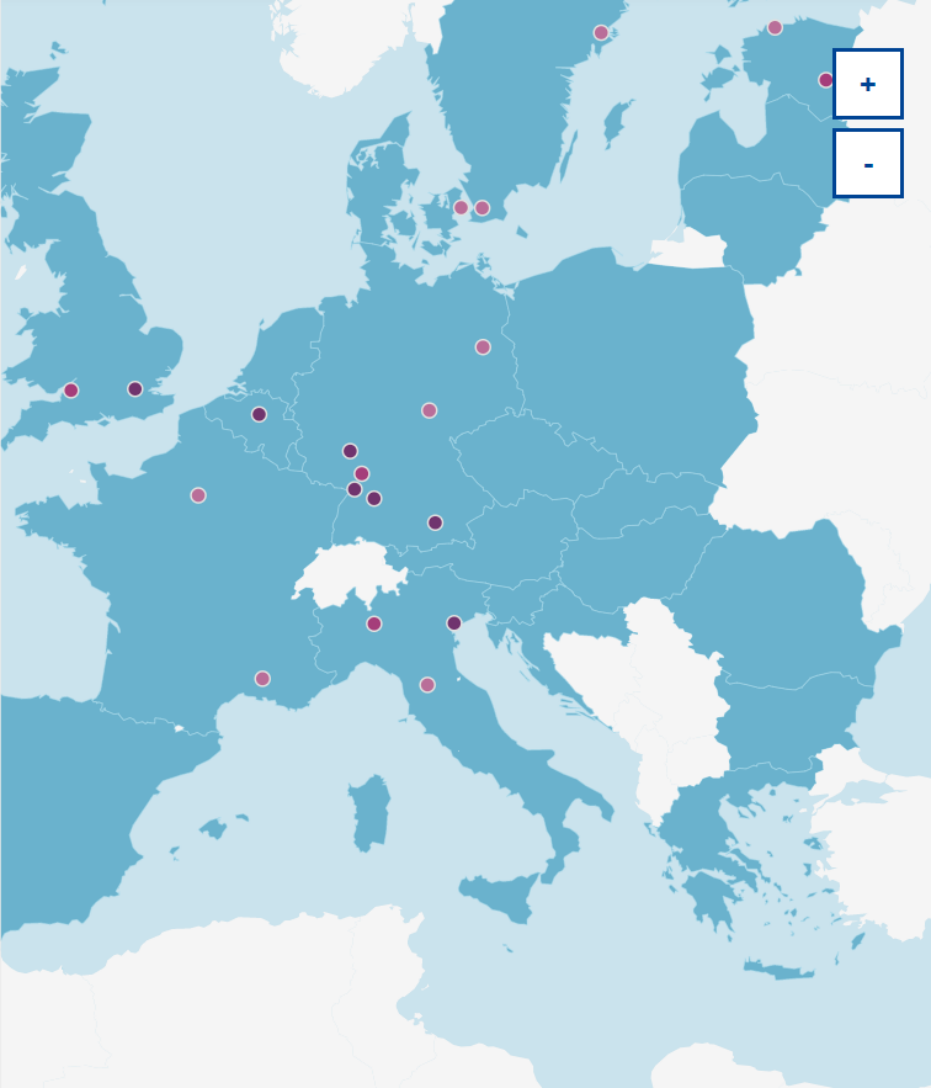
Find out how your city performs:

Search cities by: name or code

Sort cities by:

- Cultural and Creative Cities Index
- Sub-Index
 - Cultural Vibrancy
 - Creative Economy
 - Enabling Environment
- Dimension
 - Cultural Venues & Facilities
 - Cultural Participation & Attractiveness
 - Creative & Knowledge-based Jobs
 - Intellectual Property & Innovation
 - New Jobs in Creative Sectors
 - Human Capital & Education
 - Openness, Tolerance & Trust
 - Local & International Connections

City	Country
XXL (> 1 million inhab.)	
1. Paris	France
2. Munich	Germany
3. London	United Kingdom
4. Milan	Italy
5. Berlin	Germany
XL (500 000 - 1 million inhab.)	
1. Copenhagen	Denmark
2. Lisbon	Portugal
3. Stockholm	Sweden
4. Dublin	Ireland
5. Stuttgart	Germany
L (250 000 - 500 000)	
1. Florence	Italy
2. Karlsruhe	Germany
3. Venice	Italy
4. Bristol	United Kingdom
5. Tallinn	Estonia
M (100 000 - 250 000)	
1. Lund	Sweden
2. Heidelberg	Germany
3. Cork	Ireland
4. Avignon	France
5. Mainz	Germany
S (50 000 - 100 000 inhab.)	
1. Weimar	Germany
2. Tartu	Estonia
3. Galway	Ireland
4. Leuven	Belgium
5. Limerick	Ireland

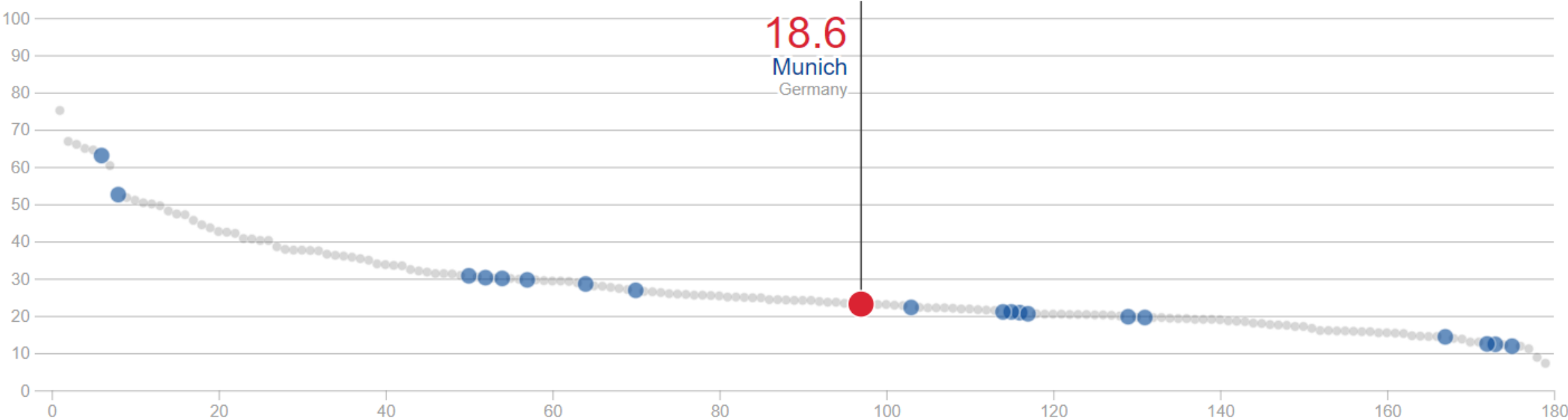


Source: [Composite Indicators \(europa.eu\)](http://europa.eu)

FORMULATE A VISION

EU Cultural and Creative Cities Monitor 2019: Cultural Vibrancy Dimension

Dimensions



Source: [Composite Indicators \(europa.eu\)](http://europa.eu)x

FORM STRATEGIC INITIATIVES

- what can and what can't be done
- active citizens' initiatives
- municipality best practices and potential
- other local (possible) contributors

FORM STRATEGIC INITIATIVES



FORM STRATEGIC INITIATIVES



participation

- talking -



cooperation

- doing -

ENABLE ACTION BY REMOVING BARRIERS



OPEN
CALL



Deine Stadt, Deine Idee

CONSOLIDATE IMPROVEMENTS

LISBON

BIP/ZIP

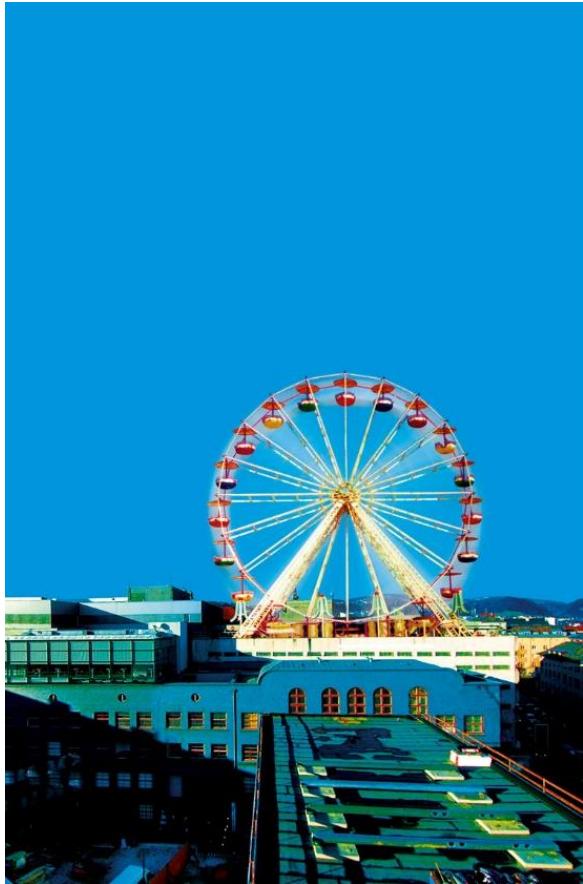
BOLOGNA

REGULATION

MADRID

PUBLIC-SOCIAL
COOPERATION
ORDINANCE

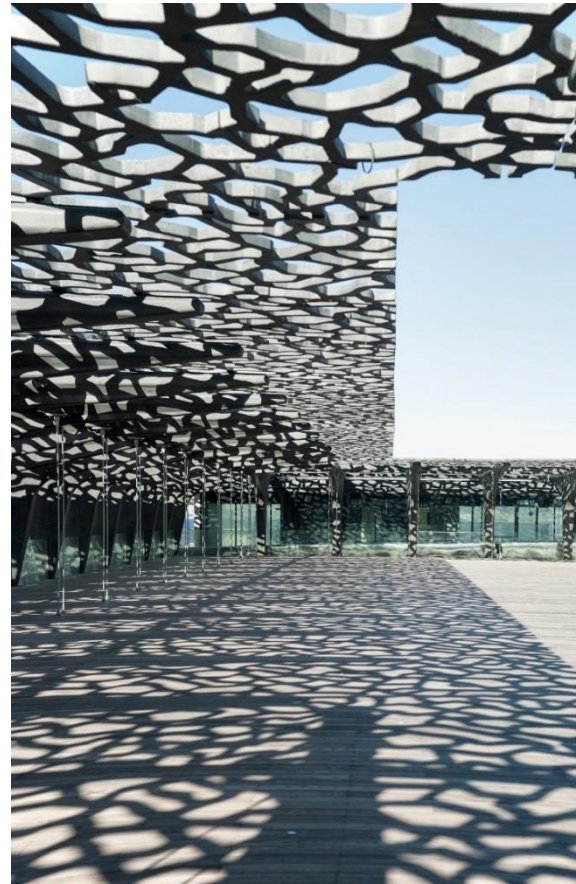
ANCHOR CHANGE



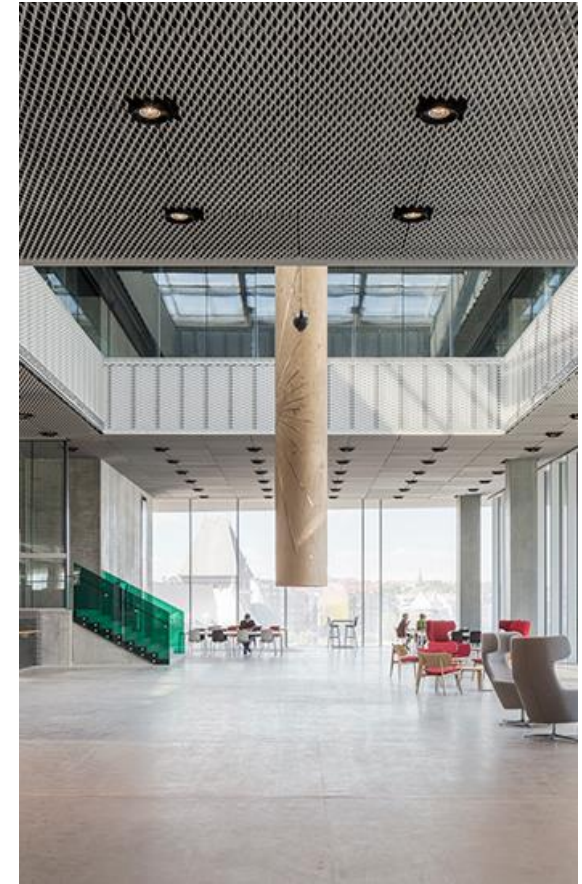
➤ ECoC Linz 09



➤ ECOC Ruhr2010



➤ ECOC Marseille
2013



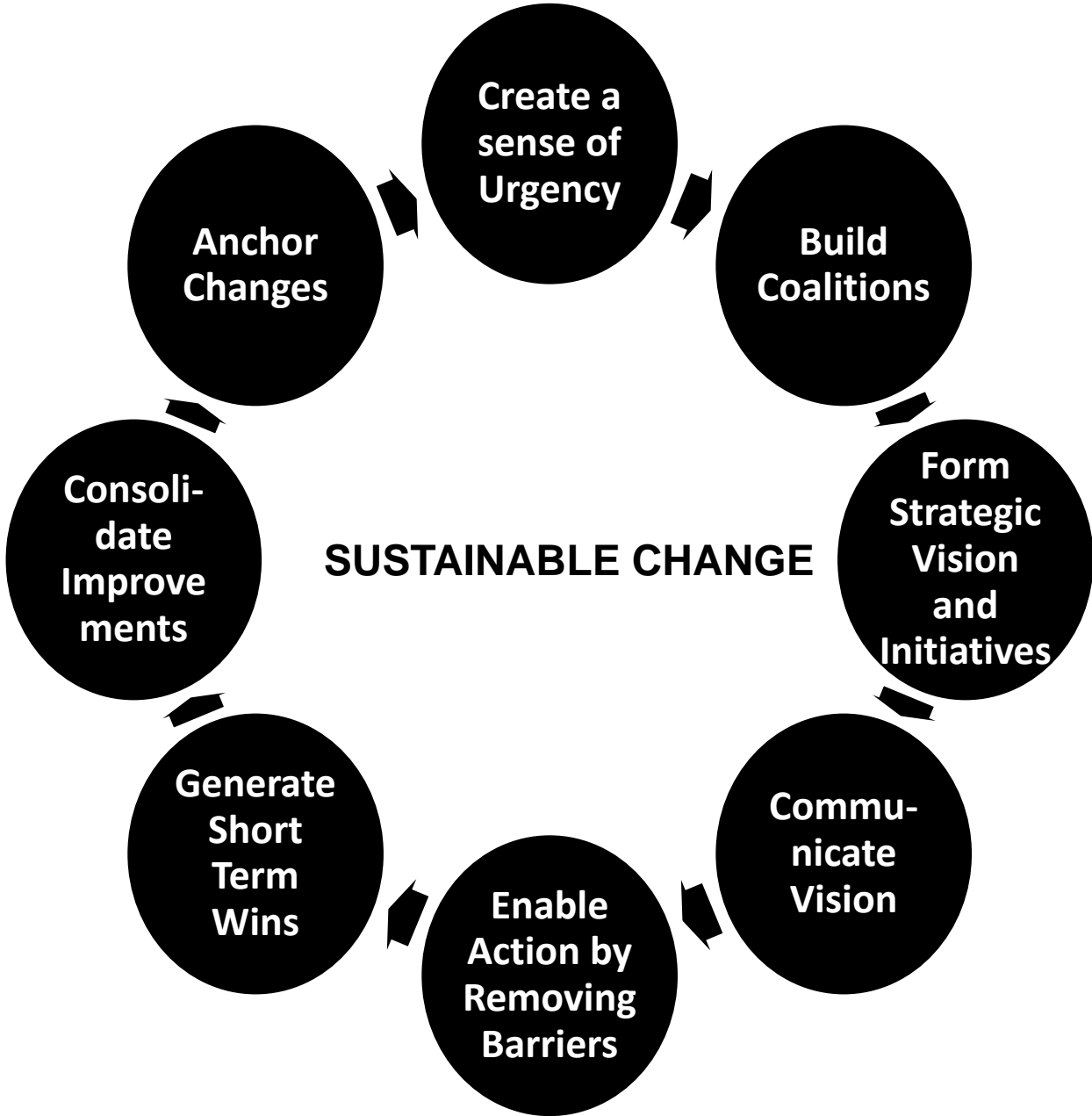
➤ ECOC Aarhus
2017

ANCHOR CHANGE

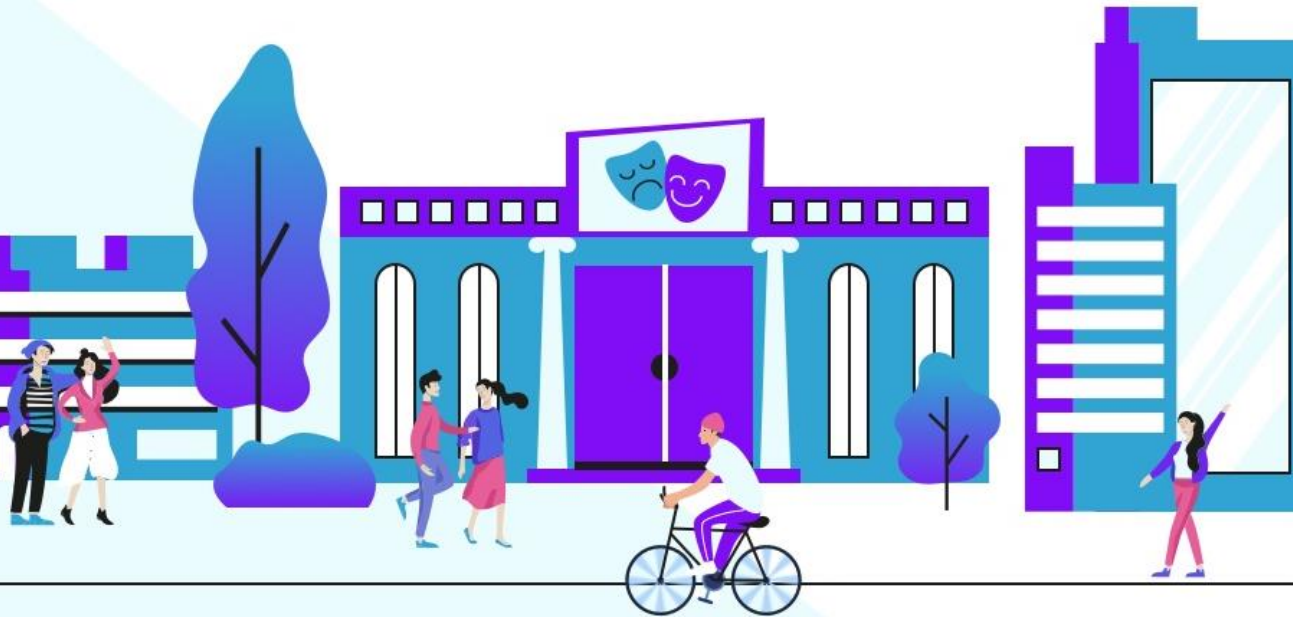


Source: [Guerilla-Kunst auf dem Reichsparteitagsgelände: Warum Nürnberg den Regenbogen braucht \(monopol-magazin.de\)](https://www.monopol-magazin.de/2011/04/2011-04-20-guerilla-kunst-auf-dem-reichsparteitagsgelaeude-warum-nuernberg-den-regenbogen-braucht/)

KOTTER'S MODEL OF CHANGE



WIE LERNEN WIR VONEINANDER?



THE MISSION OF THE NETWORK is to support current and former European Capital of Culture candidate cities to implement culture-led urban development programmes and policies.

[Read more about the network](#)

Source: [Homepage](#) | [Culture Next](#)

WIE LERNEN WIR VONEINANDER?



LOCOP Network

Local Operators' Platform (LOCOP) is an independent initiative and research lab specialised in cultural research. Our aim is to critically assess cultural policies and supra-regional funding strategies such as the European Capitals of Culture (ECoC) programme according to their real-life effects for local cultural operators and sustainability.



WIE LERNEN WIR VONEINANDER?

OH MY GOETHE!

DEUTSCH-FRANZÖSISCHES KREATIVLABOR



WIE LERNEN WIR VONEINANDER?

Cities

Shared Cities: Creative Momentum established an international network of seven major European cities:

[Belgrade](#), [Berlin](#), [Bratislava](#), [Budapest](#), [Katowice](#), [Prague](#) and [Warsaw](#)



Welche Formate gibt es, bei denen Städte hinsichtlich der kulturellen Stadtentwicklung voneinander lernen können?



3x3 Grid

HIDALGO > Bringen Klassische Musik an neue Orte in mitten der Stadt und Menschen, die mit Klassik wenig am Hut haben	Wissenstrnsfer in Gefällen
Vernetzung sorgt für Moilität	Vergleichsinstrument was haben wir? Inszenierung von Dimension von Leben Verknüpfung in Digitalität und Materialität
Mobilitätsstipendium	Kulturbürgerhäusr

**THANK YOU VERY MUCH!
VIELEN DANK!**

Useful Resources:

[DOING IT TOGETHER – COOPERATION TOOLS FOR A CITY OF CO-GOVERNANCE](#)

[DECIDE – PROJECT PLATFORM MADRID](#)

[EU CULTURAL AND CREATIVE CITIES MONITOR](#)

[CULTURE NEXT CANDIDATE CITIES NETWORK](#)

GOETHE-INSTITUT: [LOCOP.ORG](#)

GOETHE-INSTITUT: [SHARED CITIES](#)

GOETHE-INSTITUT: [OHMYGOETHE!](#)