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For Immediate Release

The Economic World Supports Rouen Seine Normande 2028, European Capital of Culture

Seven hundred representatives of the economic realm signed up for a special event, co-hosted by Rouen Normandy Invest and held on Thursday evening, June 30, at the Cirque-Théâtre indoor arena in Elbeuf, just two blocks from the banks of the Seine. They expressed their strong support for the Rouen Seine Normande bid for the 2028 title of European Capital of Culture.

On June 30, the Cirque-Théâtre d'Elbeuf was filled to capacity for the presentation on the Rouen/Seine Valley bid for the title of European Capital of Culture in 2028. Nearly 700 representatives from the economic world registered to attend the event that was co-hosted by Rouen Normandy Invest, the Rouen Seine-Eure economic development agency.

The event's objective was indeed met, as regional business executives were able to see how local elected representatives from the entire bid area, as well as figures from the cultural world and numerous European countries, are powerfully showing support as they follow the Rouen Seine Normande 2028 bid.

Some of the individuals representing European partners of the Rouen Seine Normande 2028 bid:

- Anne Duncan, President/Country Director France - British Council
- Laure Dréano-Mayer, Director of the Franco-German cooperative L'Antenne Métropole, Hanover
- Eduardo Henriques, Economic and Commercial Counselor at the Portuguese Embassy in France
- Matthias Vazquez, President of the Amitié France-Macédoine non-profit organisation

They were not the only ones to promote the advantages of becoming a European Capital of Culture. Thierry Landron, Chief Executive of Maison Meert in Lille, spoke by video to explain how the title of European Capital of Culture contributes to the local economy. He currently chairs the Lille 3000 organisation, which keeps the dynamics of the European Capital of Culture year alive in Lille. He shared the positive impact the ECOC status has had on the Lille economic sector since 2004.

That evening, the economic leaders of Rouen and the Seine Valley left with tools allowing them to get involved in this bid process, now that they grasp the tremendous advantages it has for the area encompassed by the project.

But the bid will also progress via the co-construction made possible by the commitment of culture-oriented economic leaders. Those in the economic sector can be involved in a number of ways through their ability to inspire their employees, customers and suppliers to join forces and take action.

- **Supporting company:** each enterprise can support the bid by promoting it internally and externally using the supporter kit: <https://rouen2028.eu/kit-supporter/>
- **Mobilising company:** by joining the Rouen Seine Normande 2028 team to help promote projects with a European dimension
- **Resource company:** the company can help by donating skills, providing employee manpower to help with cultural projects. The donated skills can be from either the professional or personal skillsets of the volunteering employees.
- **Hosting company:** the company has premises, materials or resources of a kind that can be used for artistic projects, from design to completion.

There is a dedicated liaison for the economic sector on the Rouen Seine Normande 2028 team: Juliette Démares, who can be reached by email at Juliette.DEMARES@rouen-normandie-2028.fr

THE ROUEN SEINE NORMANDE 2028 BID

The *Rouen Seine Normande 2028* bid area starts in the City of Rouen and its metropolis and encompasses the Seine Normande Valley, from Giverny to Le Havre and Honfleur. The area's local communities have expressed their fervent desire to work together with the area's residents, artists, businesses, and non-profit and cultural entities to transform this delineated region with the European Capital of Culture project serving as catalyst and objective.

Review of the bid timeline:

2022	Submission of the application, known as the bidbook
2023	Preselection of some cities, then designation of the two chosen cities at year's end
2024-2028	Project implementation and production phase
2028	Rouen Seine Normande becomes a European Capital of Culture

BECOMING A EUROPEAN CAPITAL OF CULTURE IN 2028

Each year, the European Capitals of Culture (ECOC) initiative honours two or three cities that have been designated by the European Commission. For a full calendar year, the chosen cities will showcase their heritage and cultural dynamism by holding dozens of exhibits, festivals, and other culture-centred events. Becoming a Capital of Culture is a collective and civic project intended to lastingly transform the territory and its image through culture. This designation is principally awarded to what are known as "resilient cities," ones which have recognized weaknesses or have survived crises that they manage to turn into strengths, setting ambitious objectives for transforming their municipalities over the long term, with culture as both catalyst and ambition.

Since the program began, more than 60 cities have been granted this designation, four of them in France: Paris in 1989, Avignon in 2000, Lille in 2004, and Marseille in 2013. In 2028, another French city will be designated a European Capital of Culture, along with a city of the Czech Republic and another in a candidate country seeking to join the European Union.

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