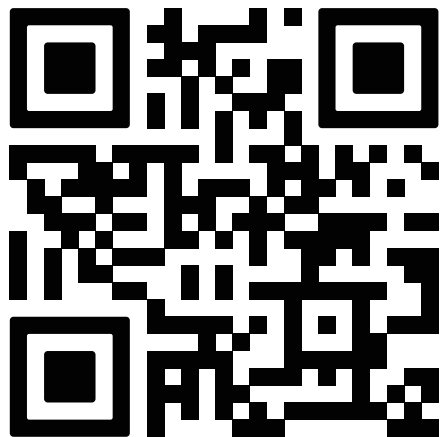


Rouen Seine
Normande
2028

Bid
European
capital
of culture



I support
Rouen
2028

www.rouen2028.eu
#rouen2028

The adventure continues: Rouen makes Round 2 in the European Capital of Culture 2028 competition

Each year, the European Commission awards two European cities the title of European Capital of Culture. In 2028, a French city, along with a city of the Czech Republic and another in a candidate country seeking to join the European Union – North Macedonia or Montenegro –, will have this opportunity.

In early 2023, our ECOC bid captured the attention of the European jury. We now have until December 2023 to win the jury's unqualified support.

Citizens, creatives, companies, communities, charities – we are counting on your active involvement and support during this second phase of the selection process!

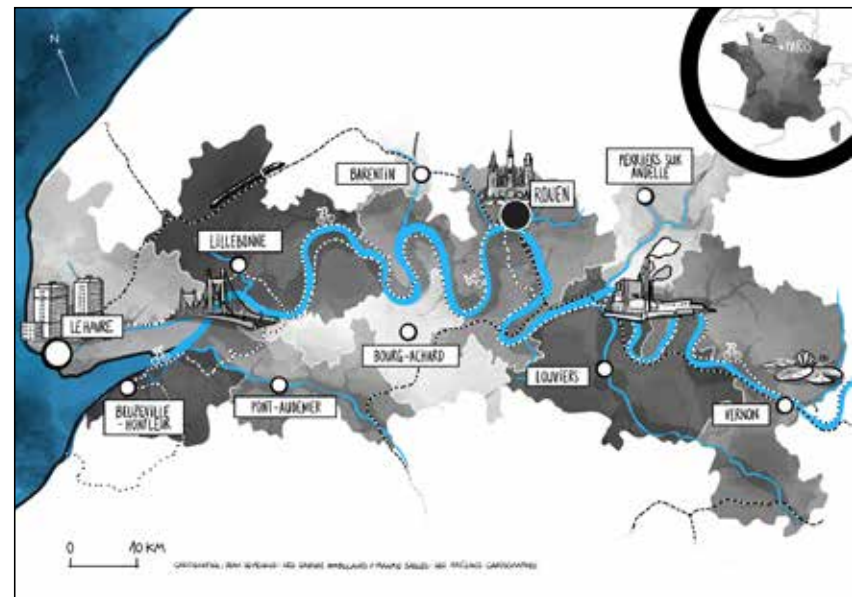
All Aboard for Rouen, European Capital of Culture in 2028, means:

Joining forces with and for the Seine, our bid's starring character, which flows with us to form a programme connecting us to cultures and artists from all around Europe and the world;

Savouring a year filled with new and innovative experiences: bouncing to the beat of festivals, browsing exciting exhibitions, wandering unexplored paths, creating collective works;

Meeting your neighbours from across the way and across Europe: sharing, learning, getting together for a meal or a workshop, having fun with your friends, with your children.

And it doesn't just last a year: be it Lille in 2004 or Marseille in 2013, France's previous European Capitals of Culture have enjoyed substantial and prolonged positive impact from having earned the ECOC title.



With Rouen 2028, the entire Seine is a contender!

Rouen is joining with the entire Seine Normandie Valley, from Vernon-Giverny to Le Havre and Honfleur, forming a cohesive land of contrasts and complexities. The Rouen and Seine Normandie Valley ECOC bid carries a message of dialogue and reconciliation between Nature, Science, and People. We are convinced that culture has a major role to play in understanding and adapting to the upheavals we are faced with today.

In 2028, abandoned sites will become cultural gems, challenged neighbourhoods will turn into treasures, isolated streets will bloom into creative hubs, lonely quays will morph into artistic Ports of call.



Delegation having defended the bid before the European jury during the oral presentation in December 2023.

BID TIMELINE 2028 may seem far off, but it all depends on what we do now!

2018: the Association Rouen Seine Normandie 2028 announces plans to bid for the ECOC title

2018 – 2023: meetings with the territory's entities and actors to prepare the application file, known as the Bidbook

March 2023: out of nine bidding cities, four French cities are shortlisted, including Rouen: hooray!

October 2023: the second application file, known as Bidbook 2, is submitted

December 2023: the jury tours the four finalist cities and the winning city is named

2024-2028: we roll out the project implementation and production phase of our European Capital of Culture

Between now and December 2023, when the winning city is named European Capital of Culture 2028, **Rouen Seine Normandie 2028 needs your support more than ever.**



Come aboard!

- By joining the **Seine Assembly**, spaces for dialogue, cooperation, and cobuilding to enhance and expand our bid's programming
- By following **#Rouen2028** on social networks and conspicuously promoting the bid there
- By **talking about** the bid to those around you!

www.rouen2028.eu
[#rouen2028](https://twitter.com/rouen2028)

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A European Community Initiative

The European Capitals of Culture (ECOC) is a European Community initiative designed to highlight Europe's cultural richness and diversity and celebrate the cultural features Europeans share, thereby increasing European citizens' sense of belonging to a common cultural area. The winning cities must develop activities to expand cultural opportunities in cooperation with other European cities, while broadening access to cultural involvement. The objectives also include strengthening culture's contribution to their long-term urban plans in economic, social, and urban terms, while honouring their respective strategies and priorities. The initiative is designed to promote greater mutual acquaintance between European citizens and instil a sense of belonging and mutual understanding through culture.