



Christmas Cities Network Sponsor Award Ceremony 2017



European Parliament

TERMS & CONDITIONS OF THE
CALL 2019 & 2020
EUROPEAN
CAPITAL AND CITY OF CHRISTMAS



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0.-Introduction

The European Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights.

Christmas is a moment of special significance in Europe, a time in which the deeply cherished values of integration, tolerance, coexistence and peace that are at the heart and origin of the European project are revealed.

To promote an award for the "European Cities of Christmas" is to promote peace, coexistence and harmony. A powerful element of integration and knowledge of the values of Europe among its citizens.

Christmas, as European as it is universal, is a powerful tool to promote the entrepreneurial spirit and the economic, social and cultural development of the cities and regions of Europe, as well as to promote Europe's tangible and intangible heritage, the thriving of communities and the welfare of its citizens.

1.- Purpose of the call

Christmas Cities Network, a non-profit association, with address for notification purposes in Calle del General Álvarez de Castro, 41, 28010, Madrid, presents the Call for "European Capital of Christmas 2019 and 2020", in which cities of the 28 Member States of the European Union, Norway, Switzerland, Liechtenstein, Monaco and Andorra may participate with the following objectives:

- Spreading the intrinsic values of Christmas and the European Union, such as coexistence and peace, serving as runway to the participation of any city that wishes to promote its image, in accordance with the terms and conditions (hereinafter, the Call).
- Creating spaces around the idea of Christmas in Europe that share traditions, similarities and differences in the celebration of these holidays in the different cities, regions and countries, thus delving into diversity and commonalities among European citizens and their customs.
- Giving the opportunity to European cities to promote their image and idiosyncrasy, publicizing their characteristic identity in connection with the celebration of Christmas, as well as promote and preserve their tangible and intangible heritage.
- Promoting the development of projects that enable economic, social, cultural and economic sectors, affecting cities and the lives of their communities and inhabitants.



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2.- Participants

All the cities that are part of the 28 Member States of the European Union, as well as Switzerland, Norway, Liechtenstein, Monaco, Andorra and Iceland will be able to participate in the Call.

The same city may submit to the Call only one single Project in the corresponding category, which will include all the proposed activities.

Projects should be focused on enhancing the human values and solidarity that underlie the Christmas and European spirit. To this end, candidates can carry out leisure, educational, commercial activities, etc.

1. Call for the year 2019: two categories are established according to the dimension of each city:

European Capital of Christmas 2019: for cities with more than 100,000 inhabitants.

European City of Christmas 2019: for cities with less than 100,000 inhabitants.

2. Call for the year 2020: two categories are established according to the dimension of each city:

European Capital of Christmas 2020: for cities with more than 100,000 inhabitants.

European City of Christmas 2020: for cities with less than 100,000 inhabitants.

3.- Registration and presentation

Registration requirements:

A representative of the city should register and send the letter of registration in PDF format through the website europeancapitalofchristmas.org, providing all the essential information about the city competing and that should include the following:

- A letter signed by the Mayor, or city representative, stating their willingness to be part of the European Capitals or Cities of Christmas.



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- Identification and position of the registrant.
- City name.
- Type of city and modality in which it competes: European Capital of Christmas or European City of Christmas.
- Registered office of the local government of the city. Complete postal address (including city, province and country), phone number and email address.
- Name and surname of the legal representative of the city.
- Contact details of the legal representative (email, address and phone number).
- Position held by the legal representative of the city in the local government.
- Name of the project.

Project presentation requirements: The registered city must send its project to: europencapitalofchristmas@gmail.com within 24 hours of the deadline established in the guidelines:

The PDF document of the project must include the following information:

- Description of the project.
- Justification of the project.
- Cost of the project.
- Number of institutions and people involved in the project.
- Events included in the project.
- Photographic and / or digital representation of the aesthetics of the project.
- Bank receipt of the registration fee.

All the required information and documentation must be provided in the official language of the State to which the city belongs, and translated into English or French.



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Registration rights:

To be eligible for the different categories, applicants must pay the following fees when presenting the project:

The registration fees for the different categories are as follows:

- 6,000 (six thousand) euros for category A. European Capital of Christmas.
- 3,000 (three thousand) euros for category B. European City of Christmas.

Registration fees will be deposited in the bank account authorized for this purpose, belonging to the *Christmas Cities Network Association, the organizing non-profit entity*, and cities that express their willingness to participate in the Call will be notified. The payment of the registration fees and the bank receipt of having done so will be essential requirements for the evaluation of the candidacies by the members of the jury, and must be done before the end of the registration period.

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The registration of a city entails the right to present **a single project and participate in the category of its choice.**

Payment of registration fees automatically grants the participating cities annual membership in the European Network of Christmas Cities.

4.- European Network of Christmas Cities

The registration on the Call includes annual membership of the cities to the European Network of Christmas Cities. A space for cities to exchange experiences, develop partnerships and have access to the advice of the organizing team of the Call in matters of their interest.

Membership of the enrolled cities in the European Network of Christmas Cities, would be effective by the concession of a distinctive mark that identifies the city as a participant in this network.



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The cities that wish to join the "European Network of Christmas Cities" can do so under the regulations set in the European Network of Christmas Cities document.

- **Network advantages for the cities**

The creation and promotion of this Project will contribute to the stimulation of the economic, cultural and social sectors among others, which will foster the life of the communities and inhabitants of the different cities.

The network of cities was created to:

Facilitate and propose activities that boost collaborative relationships between cities, companies, foundations, associations, etc.

Create spaces that favour the sharing of practices and projects and the exchange of experiences.

The organization of the Call proposes the following actions, always on a voluntary basis, for the winning capital or city:



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4.1. Convening of the Annual Congresses of Capitals and Cities of Christmas:

These congresses will be held in the capital and city who received the award in the preceding year. The main purpose of these congresses is to exchange experiences and hear the advice of the winners on matters related to the celebration of Christmas.

Activities will include presenting success stories of the award-winning capital and city, and expert evaluation work in the presentation of projects for the following year by the Call's organizing team.

The objective of these congresses is to establish alliances between cities that enable the creation of new meeting events to exchange experiences, provided by the organization of the Call.

The Congresses will also include sessions concerning participation in European projects and access to European funding programs, as well as activities to establish the necessary alliances to understand and request European programs related to the values and promotion of Christmas.

4.2. Organization of events and fairs throughout the year that involve associations of merchants and traders, artists and other creators who wish to relate their business activity to Christmas, Europe and the Project:

The Network and the Congresses will be the meeting point of the cities, and other events proposed by the participants may also be held and be provided by the organizing team:

- Meeting of merchant networks from different cities: where they can share experiences, recommendations, good practices and success stories.
- Meeting of Christmas craftsmen and merchants.
- Gastronomic exchanges.



- Connections between professionals in the lighting and decorative industries.

4.3. Interaction between partners in social, cultural and tourism matters:

The cities belonging to the Network will be able to share their cultural and tourist projects and activities, giving other cities the opportunity to learn about the management experience of these assets, as well as the promotion of their tangible and intangible heritage. This exchange will also enable the creation of networks and interactions in different areas:

- Workshops: meetings of artists and creators can be organized whose work is linked to the project, to Europe and to Christmas.
- Musical creation: a fundamental aspect of the Christmas holidays, which requires the participation of both traditional musicians and musicians from other disciplines: classical music, orchestras, choirs, early music.
- Art managers and tourism professionals: the meeting of professionals in the management of tangible and intangible heritage, as well as tourism, can be an activity that generates synergies for the different cities of the Network.
- Networking of: Associations, Foundations and third sector organizations, as well as cooperation between tour operators and hoteliers.

4.4. International promotion:

Participants and winner cities will have a unique opportunity to improve their image nationally and internationally as part of a professional, business and institutional network, with the full dedication of the organizing team providing them with advice, support and help in the following areas:

- Access to European grants and funding.
- Advise in the presentation and viability of projects.
- Help in finding sponsors and negotiating with them.
- Knowledge and participation of the initiatives promoted by the cities members of the Network.



4.5. Business exchange on a national and international level:

The support of sponsors and partners for projects presented by cities is one of the key focal points in the Call. Therefore, the commitment of local, regional or national entities in the support, financing and promotion of the projects is a basic aspect for its start-up.

Enabling meetings that result in the establishment of collaborative relationships between the sponsors involved in the different projects, is one of the most important objectives of this Network. A second goal is to provide companies and entities with the possibility to learn about and participate in projects beyond their national borders, thus expanding its radius of activity and influence and taking maximum advantage of membership in the Network and the European Economic Community.

5.- Deadline for submission to the call

The deadline for submission of the candidate projects to the call for the European Capital and City of Christmas 2019, will open on June 1, 2018 and end on October 31, 2018 of the same year, both included. Only submissions made in this period through the web www.europeanchristmascapital.org and the projects submitted by e-mail to europeancapitalofchristmas@gmail.com, will be accepted.

Registration for the 2020 edition will open on June 01, 2018 and end on February 28, 2019.

6.- Project presentation requirements and evaluation criteria

The projects presented in the categories described must be submitted in the languages of the Member State of the European Union to which the city belongs, and translated into English or French. They must also include and develop the following headings:

1. Description of the city and its characteristics.
2. European Capital or City of Christmas Project 2019 and 2020:
 - Presentation of the existing Tangible and Intangible Heritage:
 - The celebration of Christmas in the proposed city: traditions, customs and aspects linked to them such as gastronomy, music, decorative arts, lighting, Christmas markets, shows, etc.



- Activities carried out in the past.
- Project - Strategic Plan for 2019 or 2020:
- Detailed description of the project, including the proposed actions for the Call.
- Sponsors and organizations involved: companies, merchant associations, artisans, cultural and third sector organizations.
- Detailed budget and social, cultural and economic viability of the project.
- Socioeconomic and cultural impact, evaluation, measurement and expectation of results for the community.

The Jury will evaluate the sections described above, as well as the overall consistency and coherence of the submitted projects, and will assess them using the following criteria with the corresponding score:

- Project justification, overall coherence and consistency: 20% of the total score.
- Commitment and promotion of the intrinsic values of the European Union and the celebration of Christmas, such as: solidarity, coexistence, community-building, attention to diversity, inclusion of the different communities, promotion of local and European identity: 15 % of the total score.
- Socioeconomic impact and activation of strategic sectors for citizens: culture, commerce, education, tourism, citizen associations: 15% of the total score.
- Participation of profit and non-profit organizations: institutions, merchant networks, cultural and educational centres, third sector organizations: 10% of the total score.
- Inclusion of citizenry and adaptation to different users and audiences: 10% of the total score.
- Sponsorship contracts: commitment of local, regional or national entities in the support, financing and promotion of the project: 10% of the total score.
- Local heritage interaction and the celebration of Christmas: 10% of the total score.
- Long-term impact: approximate future results of the project in the city and its inhabitants: 10% of the total score.



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7.- Selecting the winners and timing of activities

The dates, for the 2019 edition, are the following:

- After the deadline for submission of European Capital and City of Christmas projects 2019, the international jury will evaluate those submitted from November 05 to November 11, 2018.
- The award ceremony will be held the last week of November 2018, in the city of Liège, and the award for European Capital and City of Christmas 2019, will go to those projects best aligned with the objectives of the program.
- The dates for implementing the project activities are during the year 2019 until the first month of 2020.

The dates for the 2020 edition, are the following:

- On February 28, 2019, the period for accepting projects for the 2020 Call closes.
- In the month of March 2019, jury meeting to evaluate the projects.
- In the last week of March 2019, winner announcement.
- In the first week of April, the award ceremony will be held in the winning capital of the 2019 Call.
- The dates for implementation of the project activities are during the year 2020 until the first month of the year 2021.

The award-winning cities and capitals will establish, by mutual agreement with the organization of the Call, the specific terms that may apply, which can include sponsorship proposals with different entities.

The Christmas Cities Network Association, together with the award-winning cities, will ensure compliance with the actions planned in the project.

The winning Capital and City will hold the distinction of European Capital and City of Christmas, and will have the right to use it, as well as the winning logos of the Call in the physical and digital documents that they deem appropriate. This right shall be extended for one year from the official publication of the jury's decision.

The international jury reserves the right to declare the Call void in case none of the submitted projects is, in the opinion of the jury, worthy of the prize, either because it



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lacks viability or because it is not suitable to integrate the values represented by the European Union. The decision of the international jury regarding the award may not be appealed against.



European Christmas Capital 2018



European Christmas City 2018

8.- Jury

The international jury will consist of five to seven experts in the different aspects involved, from a number of Member States of the European Union. The composition of the jury will be announced on the website of the organization before the end of the deadline for the presentation of the different projects.

9.- Winner announcement and award ceremony

Winner announcement and award ceremony for the 2019 edition:

- The result of the Call will be made public officially through the web and in the media as of November 11, 2018. - The result of the Call will be made public officially through the web.
- The organization will hold the European Capital and City of Christmas award ceremony in Liege, during the month of November 2018. An act supported by the European Parliament's High Patronage and attended by the international jury, the winning cities and all those cities registered in the Call who wish to be present.

Winner announcement and award ceremony for the 2020 edition:

- The result of the Call will be made public officially through the web and in the media as of March 30, 2019.



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The jury will contact the city to inform them of the necessary steps to sign the collaboration agreement and to request the appropriate documentation for this purpose.

10.- Data protection

Christmas Cities Network, of Spanish nationality and with address for notification purposes in calle General Álvarez de Castro 41, 28010, Madrid, will be the owner of the website created for the Call and responsible for the files generated with personal data supplied by users through this website.

Those who register the projects on the web and the cities participating in the Call guarantee that the data they provide is true and will be entirely responsible for this declaration and for the access and proper use of the website subject to its Terms of Use.

The user authorizes the Christmas Cities Network Association for the treatment of personal data that he voluntarily provides, for the following purposes:

- Manage the participation in the "European Capital and City of Christmas" program.
- Manage the relationship of the user with the Christmas Cities Network Association. Responding to the queries received.
- Send information about the Christmas Cities Network Association activities even in electronic form.
- Carry out studies and statistical calculations.
- Conduct satisfaction surveys.
- Quality control.
- Send personal or official congratulations.
- Disseminate in web publications, social networks, written media, videos, television, the activity of the Christmas Cities Network Association.

The interested party consents and unambiguously authorizes the international transfer of personal data derived from their participation in the "European Capital and City of Christmas" program.

All data will be handled in the strictest confidentiality and will not be accessible to third parties for purposes other than those authorised.



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The created file is under the supervision and control of the European Capital of Christmas Network Association, who assumes responsibility for the adoption of technical and organizational security measures to protect the confidentiality and integrity of the information, in accordance with the provisions of Organic Law 15/1999 of December 13, Protection of Personal Data, and other applicable legislation.

Any registered user / participant may exercise their rights of access, rectification, opposition and cancellation of their personal data provided through the web or by written communication addressed to the Christmas Cities Network Association, Calle del General Álvarez de Castro 41, 28010, Madrid.

11.- Acceptance of the terms and conditions

Potential participants are informed that mere participation in the "European Capital and City of Christmas" Project implies the total acceptance of its terms and conditions, the decisions of the Jury and the criterion of the latter regarding the resolution of any conflict generated regarding the interpretation of them, which may not be appealed against.

The international jury reserves the right to disqualify the participation of entities that violate the terms and conditions and, especially, any participation in which untruthful data is recorded.

12.- Modifications and / or cancellation

The Christmas Cities Network Association reserves the right to make changes to the conditions of this Call, provided that they are justified or do not harm the participants, who must be duly informed, giving the new conditions the same degree of publicity as the current terms and conditions. If causes of force majeure make it necessary to postpone or cancel the Promotion, it will be stated in its terms and conditions, so please consult them after your registration.

13.- In case of dispute

In the event of any discrepancy between the participants in the Call and the Christmas Cities Network Association, such disputes shall be submitted to the Courts of the City of Madrid, with express waiver by the parties of their jurisdiction, if other.