



Christmas Cities Network



European Parliament

Sponsor Award Ceremony

TERMS & CONDITIONS OF THE CALL 2025

EUROPEAN CAPITAL AND CITY OF CHRISTMAS

LAST CALL 31 OCTOBER 2024



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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 time of special significance in Europe, a time when the profound values of integration, tolerance, coexistence and peace that are at the heart and origin of the European project are revealed.

Christmas, as European as it is universal, is an unbeatable tool for boosting the entrepreneurial spirit and the economic, social and cultural development of European cities and regions, while bringing out the best of their tangible and intangible heritage, as well as the activation of communities and the well-being of citizens.

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

1.- Object of the Call for Proposals

Christmas Cities Network, a non-profit association, with registered office for notification purposes at Calle del General Alvarez de Castro, 41, 28010, Madrid (Spain) CIF G88128970 announces the Call for Projects for 'European Capital and City of Christmas 2025', in which the following may participate cities of the 27 Member States of the European Union plus Andorra, Iceland, Liechtenstein, Monaco, Norway, Switzerland, United Kingdom, Albania, Bosnia-Herzegovina, Kosovo, Montenegro, San Marino, Serbia, Ukraine and North Macedonia with the following objectives:

Spreading the intrinsic values of Christmas and the European Union.

Creating spaces around the idea of Christmas in Europe.

Exchanging and sharing traditions, similarities and differences in the celebration of Christmas in different cities, regions and countries, thus deepening the diversity and common characteristics.

Promoting the image of the cities, making known their characteristics and their diversity in relation to the celebration of Christmas.

Promoting the development of projects that will activate economic, cultural, social and economic sectors, affecting cities and the lives of their inhabitants.

Any city that wishes to do so may apply for the title of "European Capital of Christmas, European City of Christmas or European Village of Christmas 2025", in accordance with the present rules (hereinafter referred to as the Call for Proposals).



2.- Participants

All cities and towns that are part of the 27 Member States of the European Union, as well as Andorra, Iceland, Liechtenstein, Monaco, Norway, Switzerland, United Kingdom, Albania, Bosnia-Herzegovina, Kosovo, Montenegro, San Marino, Serbia, Ukraine and North Macedonia 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, in order to be assessed by the jury.

The proposed activities may be of a cultural, educational, commercial, leisure, etc. nature, educational, commercial, leisure, etc.

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, cultural, educational and commercial activities, etc.

3.- Call for proposals

Three categories are established according to the size of the city:

- **EUROPEAN CAPITAL OF CHRISTMAS 2025:** for cities with more than 100.000 inhabitants.
- **EUROPEAN CITY OF CHRISTMAS 2025:** for cities with fewer than 100,000 inhabitants and more than 10,000 inhabitants
- **EUROPEAN VILLAGE OF CHRISTMAS 2025:** for cities with less than 10.000 inhabitants.

4.- Registration and presentation

Registration requirements:

A representative of 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 Major, or city representative, stating their willingness to be part of the or European Capital of Christmas, European City of Christmas and European Village of Christmas 2025.
- Identification and position of the registrant
- City name



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

The registration of a city will entitle the submission of only one project and its participation in the chosen category.

Project presentation requirements:

The registered city must send its project to: contact@europeancapitalofchristmas.org within 24 hours of the deadline established in the guidelines.

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

- 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

All required information and documentation must be provided in English.

The application is free of charge. Cities Network has decided to waive the registration free for participants.

5.- Deadline for submission to the Call

The deadline for submission of the candidate's projects to call for the European Capital, City and Village of Christmas 2025, will open for the current edition on 1 May 2024 and end 31 October 2024 of the same year. After this date the deadline will be closed.

Only submissions made in this period through the web www.europeancapitalofchristmas.org and the projects submitted by e-mail to contact@europeancapitalofchristmas.org will be accepted.



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6.- Project presentation requirements and evolution criteria

The projects presented in the categories described must be submitted in English. They must also include and develop the following headings:

1. European Capital of Christmas, European City of Christmas or European Village of Christmas project
2. Description of the town and its characteristics Presentation of the existing Tangible and Intangible Heritage: traditions, customs and aspects linked them such as gastronomy, music, decorative arts, lightings activities, specifically markets, popular shows... and activities carried out in the past.

Strategic Plan

Detailed description of the project, including proposed actions for the Call

Sponsorship and organisations involved in the project: companies, trade associations, cultural organisations, etc.

Detailed budget and social, cultural and economic viability of the project

Economic and social impact, assessment, measurement and expected results for the community

7.- Jury

The International Jury is composed of 6 and 8 members, experts in the different aspects involved in the project, from the state's members 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 projects.



8.- Criteria for evaluation

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

1.- 50% of the total score

Justification of the project overall coherence and consistency.

2.- 25% of total score

Socio-economic impact and activation strategic sectors for citizens: culture, commerce, education, tourism, citizens movements

3.- 25% of total score

Participation of profit and non-profit organizations: institutions, network of traders, cultural and educational centers, third sector organizations

Inclusion of citizenry and adaptation to different users and audiences

Sponsorship contracts: commitment of local, regional or national entities and the support, financing and promotion of the project

Local heritage interaction and the celebrations of Christmas

Long-term impact: approximate future results of the project in the city and its inhabitants



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9.- Selection of winners and deadlines for activities

The dates for the 2025 edition as follow:

After the deadline for submission of “European Capital, City and Village of Christmas 2025”, the International Jury will evaluate those submitted projects from 1 to 8 November 2024. The winners will then be announced after the Jury meeting.

The International Jury reserves the right to declare the Call void in case none of the submitted projects is, in the opinion of Jury worthy of the prize, either because it lacks viability or because it is not suitable to integrate the values represented by the European Union. The decision of International Jury regarding the award may not be appealed against.

The date for implementing the project activities is the year 2024 until the first month of 2025.

10.- Communication and award ceremony

For the 2025 edition, the result of the Call will be officially announced on the website www.europeancapitalofchristmas.org.

The awards ceremony will be held by the High Patronage of the European Parliament and will be attended by the presence of the International Jury and representatives of the winning cities.

The winning Capital, City and Village will hold the distinction of “European Capital of Christmas”, “European City of Christmas” and “European Village 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.

The winners will receive the award of ‘European Capital of Christmas 2025’, ‘European City of Christmas 2025’ and ‘European Village of Christmas’ in the city of BRNO (Czech Republic) at a ceremony to be held during the last week of November 2024.



11.- Data protection

Christmas Cities Network, of Spanish nationality and with address for notification purposes in Calle General Alvarez de Castro, 41 28010, Madrid (Spain) 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 website 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 correct use of the website subject to its Terms of Use.

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

- Manage the participation in the project “European Capital and City of Christmas 2025” program
- Manage the user’s relationship with Christmas Cities Network
- Send information about Christmas Cities Network
- Carry out studies and statistical calculations
- Conduct satisfaction surveys
- Quality control
- Sending personal or official congratulations
- Disseminate in web publications, social network, media, print, media of Christmas Cities Network

The data subject unequivocally consents to and authorizes the international transfer of the personal data arising from his/her participation in the “European Capital, City and Village of Christmas 2025” call for applications.

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

The created file is under the supervision and control of Christmas Cities Network, 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 Law 3/2018 of 5 December, on the 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 website or by writing communication addressed to Christmas Cities Network at Calle General Álvarez de Castro, 41, 28010, Madrid (Spain)



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12.- Acceptance of these terms and conditions

Potential participants are informed that participation in the “European Capital, City and Village of Christmas 2025” competition implies:

- Total acceptance of this terms and conditions
- The Jury decisions and its criteria in any resolution of conflict that may arise from the interpretation of the rules. - Decisions of the Jury shall be final

Likewise, the International Jury reserves the right to disqualify the participation of entities that totally or partially fail to comply with the rules, especially in those cases where untruthful information is provided.

13.- Modification and/or cancellation

Christmas Cities Network 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 cause of force majeure makes it necessary to postpone or cancel the promotion, it will be stated in its terms and conditions, so please consult them after your registration.

14.- 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, will express waiver by the parties of their jurisdiction, if other