

## Bijlage A: Maastricht – Profilering – Open coderen

| Tekstfragment   | Code   |
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| Maastricht wishes to highlight the power of Dutch culture, which has developed in a climate of openness and tolerance, while providing new impulses   | Kracht van Nederlandse cultuur<br>Klimaat van openheid en tolerantie<br>Nederlandse cultuur verschaft nieuwe impulsen  |
| Maastricht’s location within the Euregio Meuse-Rhine offers a perfect opportunity to contribute directly to the process of revisiting Europe.   | Maastricht’s locatie in de Euregio biedt mogelijkheden voor Europa   |
| As a border region, we have a strong focus on Europe and on a process in which the cultural diversity of Europe is more immediately experienced by citizens.  | Grensregio<br>Sterke focus op Europa<br>Culturele diversiteit<br><br>(Coërcief isomorfisme)  |
| We also stress the power and huge variety of Dutch culture  | Kracht en variëteit van Nederlandse cultuur  |
| Maastricht and the Euregio cover 10,000 square kilometres and has a population of 3.9 million. It extends across three countries (the Netherlands, Belgium and Germany), covers five regions (Dutch Zuid-Limburg, Belgian Limburg (Flanders), the Province of Liège (Wallonia), the Aachen Region and the German-speaking Community of Belgium) and features three + one languages (Dutch/ Flemish, French, German + English as the <i>lingua franca</i> ), together with the languages spoken by the many migrants. This area, located at the interface of Germanic and Latin cultures | Grensregio<br>Meertaligheid<br>Interface van Germaanse en Latijnse culturen<br>Multicultureel<br>Groot oppervlak<br>Veel inwoners  |
| [This area] is the ideal testing zone for the future of Europe.   | Ideaal testgebied voor Europa  |
| The viability of this ‘Europe in miniature’ is at stake.  | Europa in miniatuur  |
| When Charlemagne (also referred to as <i>Pater Europae</i> , the Father of Europe) established his imperial court in Aachen at the end of the 8th century, all eyes were focused on the area that is now the Euregio Meuse-Rhine. That was also the case in 1992, when the Maastricht Treaty laid the basis for a common European currency. We can continue that trend if Maastricht becomes European Capital of Culture. Life in the Euregio Meuse-Rhine has always been transnational in character.   | Euregio centrum van rijk Karel de Grote<br>Verdrag van Maastricht<br>Transnationaal leven  |
| the inhabitants of Maastricht and the Euregio are already living Europe. They cross national borders every day without perceiving them as barriers. In this way, they express their cultural diversity, their multilingual identity, and confirm European diversity. Here, in this three-country border region, unusual even by   | Maastricht en Euregio leven Europa<br>Grensregio<br>Culturele diversiteit<br>Meertaligheid<br>Europese diversiteit bevestigend<br>Ongewoon zelfs voor Europese standaarden |

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| European standards, European cultural diversity is part of everyday life.   | (Coërcief isomorfisme)  |
| The Maastricht Treaty's chapter on culture will be revived, in the first instance by the people of the Euregio, setting an example for exchanges between various nationalities in Europe. There will be exchanges between the Dutch, Belgians and Germans; between the inhabitants of Flanders, Wallonia, Limburg and the German-speaking community in Belgium; between the French-speaking, Flemish-speaking and German-speaking Belgians, the Dutch-speaking population of Maastricht, the German-speaking population of Aachen and the students and migrants from all over the world who have chosen the Euregio as their temporary or permanent home. | Verdrag van Maastricht<br>Transnationaliteit<br>Meertaligheid<br><br>(Coërcief isomorfisme)   |
| Mainly as result of the 1992 Maastricht Treaty, Maastricht is the personification of Europe and serves as a stepping stone from the Netherlands to Europe.  | Maastricht is de personificatie van Europa<br>Maastricht is springplank van Nederland naar Europa   |
| Génération Maastricht: the face of Maastricht & Euregio 2018  | Generatie Maastricht gezicht van Maastricht & Euregio 2018  |
| They have only known one Europe and I don't think they can even imagine a Europe without a single currency. I have interviewed many young people in Europe, and I discovered how realistic and clear all these international groups of young people are. They are not bothered by linguistic or cultural barriers separating the Member States of the European Union. They travel freely between France, the Netherlands, Portugal, Greece and all other countries in the European Union without any feeling of discomfort or not belonging   | Generatie Maastricht<br>Jonge mensen<br>Europese eenheid<br>Grensoverschrijdende mobiliteit<br>Ervaren geen grenzen<br><br>(Coërcief isomorfisme)   |
| I recognise in any event their great pride in being European and their desire to be involved in activities relating to sustainability, respect for the environment, and their artistic and historic heritage. They believe in Europe as the driver of modern civilisation and argue passionately and skilfully about the benefits and downsides of the various lifestyles, as well as the religious convictions and gastronomic traditions of each nation.  | Generatie Maastricht<br>Trotse Europeanen<br>Duurzaamheid<br>Respect voor artistiek en historisch erfgoed<br>Betrokkenheid<br>Europa als motor van moderne civilisatie<br>Culturele diversiteit<br><br>(Coërcief isomorfisme) |
| The quantity and quality of the cultural infrastructure in the Euregio is a surprise to many, even in the Netherlands. Using it is challenging and opens new horizons.  | Culturele infrastructuur in de Euregio is verrassend en uitdagend<br>Culturele infrastructuur van Euregio opent nieuwe horizonnen   |
| At a human level, the Euregio offers people the opportunity to experience transnationality and therefore several identities.  | Transnationaliteit<br>Meerdere identiteiten   |
| In recent years, government interventions have  | Momenteel meer nationale dan  |

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| <p>led this region to focus on the national centres of the respective countries. The consistency of cultural identities has therefore been eroded. The international and Euregional orientation has faded into the background. There is now less need to learn different languages because neighbouring countries have largely disappeared from our daily lives. This is partly the result of the economic and technological shift in this region, as is evident, for instance, from the decline and transformation of the mining industry.</p>  | <p>Euregionale en internationale oriëntatie<br/>Minder noodzaak om verschillende talen te leren<br/>Verval en transformatie mijnindustrie</p>  |
| <p>economic needs are still grounded in the Euregio Meuse-Rhine on the other. Examples include the continued decline of manufacturing, higher unemployment figures compared with the national average, the much-needed strengthening of the leisure economy</p>  | <p>De Euregio kent economische behoeften<br/>Afnemende productie<br/>Hoge werkeloosheid ten opzichte van het landelijk gemiddelde<br/>Broodnodige versterking<br/>vrijtijdseconomie</p>  |
| <p>Maastricht is a peninsula of the Netherlands</p>  | <p>Scheereiland van Nederland</p>  |
| <p>Currently, most people opt for the path of national orientation as the easiest way. At weekends, people choose the limitless cross-border qualities of the landscapes and cities, only to focus once more on their own country during the week. It is almost as if there is a glass wall between the countries. Obstacles and differences in, for instance, legislation and tax matters are still evident in our border region. The challenge, particularly in times of crisis, is to find a better balance between the national and transnational and to link the potentials of both. Partly for this reason, transnational cooperation remains vital and people should be motivated to experience and exploit the added value of culturally diverse identities.</p> | <p>Mensen kiezen voor een nationale oriëntatie<br/>Grensoverschrijdende kwaliteiten van landschap en steden worden ervaren in vrije tijd, maar niet doordeweeks<br/>Glazen wand tussen landen<br/>Er zijn nog steeds obstakels en verschillen in de grensregio<br/>Balans tussen nationaal en transnationaal nodig<br/>Transnationale samenwerking nodig<br/><br/>(Coërcief isomorfisme)</p> |
| <p>Maastricht &amp; Euregio 2018 is creating the space within which Génération Maastricht and talent development are combined with the international dimension of Maastricht and the Euregio as a multicultural laboratory.</p>  | <p>Internationale dimensie<br/>Euregio als multicultureel laboratorium</p>   |
| <p>Maastricht is closely identified with the euro and the EMU treaty.</p>  | <p>Maastricht wordt geïdentificeerd met Euro en EMU verdrag</p>  |
| <p>From an historical point of view, Maastricht symbolises multi-governance and multiculturalism and has been transformed in the past 10 to 20 years into an international student town. With its universities and colleges of higher education, Maastricht &amp; Euregio 2018 offers building blocks for further internationalisation. Maastricht and the Euregio are not only more open to young people from all over Europe, they also offer greater certainty</p>  | <p>Internationale studentenstad<br/>Staat open voor jonge mensen<br/>Maastricht is de weg naar Europa<br/>Meertaligheid<br/>Multiculturalisme<br/><br/>(Coërcief isomorfisme)</p>  |

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| thanks to their multilingual and multicultural surroundings, so that young people find their way more easily in Europe.  |  |
| Maastricht was once 'a traditional handicraft town'. Quality products of leather, silver, ceramics, as well as weapons were made here. The same was true of other towns in the Euregio, particularly Liège. Dutch companies are in urgent need of skilled workers.   | Verleden als traditionele ambachtsstad   |
| In a multilingual region, people must learn and master one another's languages, imagery, and 'culture' if they are to communicate.   | Meertaligheid<br>Regio   |
| At certain points in history, the Euregio Meuse-Rhine was a united region, leading to exchanges in many areas of culture. Cultural complementarity was exploited as matter of course. In the past, then, it went almost without saying for the people of the Euregio to use the physical and mental ties between them to explore cultural diversity. But that is no longer the case. | Vroeger was de Euregio een eenheid<br>Culturele complementariteit en diversiteit werden geëxploiteerd, maar nu niet meer   |
| After a sharp decline in manufacturing and the closure of the mines, both heralding the end of the industrial age in the Euregio Meuse-Rhine, the region reinvented itself. Its transformation from an industrial region to a region with a knowledge industry – with the emphasis on the creative industry – is well under way.   | Sluiten van de mijnen<br>Eind industriële tijdperk<br>Regio heeft zich heruitgevonden<br>Transformatie naar kennis industrie en creatieve industrie<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme) |
| The first thing that strikes visitors about the Euregio Meuse-Rhine is its international ambience.   | Internationale ambiance  |
| The second thing that strikes them is that the closest border - whether it's a physical, language, administrative, cultural border or public transport boundary - is always right around the corner, and that they are much closer to the bright fire of Europe than they are at home.   | Grenzen altijd dichtbij<br>Dichtbij het vuur van Europa  |
| There is no proper name for the inhabitants of the Euregio Meuse-Rhine, nothing like 'Euregioner' or another designation. The Euregio Meuse-Rhine cannot be found on any map. Few people even know precisely where its boundaries are.   | Er is geen naam voor de inwoner van de Euregio<br>Het gebied bestaat niet op een kaart   |
| But if you look beyond the collection of geographical locations seemingly pieced together at random, you'll see that there are in fact many things that the region's inhabitants have in common. Examples include their mentality, their cuisine, their <i>joie de vivre</i> , their tradition of carnival and religious processions, and their determined way of tackling things,   | Inwoners Euregio hebben veel gemeen:<br>Mentaliteit<br>Keuken<br><i>joie de vivre</i><br>Tradities van carnaval en religieuze processies<br>Manier van aanpak<br>Nederlands individualisme en creativiteit   |

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| with a fascinating mixture of Dutch individualism and creativity, Flemish and German skill, and Walloon <i>savoir-vivre</i> .  | Vlaamse en Duitse vaardigheid<br>Walloonse goede manieren  |
| The transition from heavy industry to a knowledge-driven economy gives the creative industry in the Euregio Meuse-Rhine an opportunity for development.  | Transitie van zware industrie naar kenniseconomie geeft creatieve industrie in de Euregio de kans tot ontwikkeling<br><br>(Normatief isomorfisme)  |
| Few attempts have been made to involve the creative industry in towns and smaller cities (smaller networks and markets), and it is therefore logical to work on developing innovative forms of the creative industry in the Euregio. The fact is that this industry's potential has not been exploited as much as it could be. That is especially true of regions that do not have a massive cultural infrastructure or a well-defined cultural profile. It is precisely these regions that would benefit from developing an attractive profile in the creative industry by focusing on specific themes and clusters. That is where our challenge lies. Our task is to recognise the potential of the creative industry in the Euregio Meuse-Rhine, identify opportunities, make them available, and create the structures needed to promote the industry and extend its scope in the Euregio. | Potentie creatieve industrie van Euregio wordt onvoldoende benut<br>Creatieve industrie moet gepromoot en uitgebreid worden in de Euregio<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme)                                       |
| This region, which honours traditions while remaining receptive to new ideas, is skilled at dealing with change.   | Regio eert tradities<br>Staat open voor nieuwe ideeën<br>Vaardig in verandering  |
| An analysis of the urban context, the political and religious balance of power, industrial and commercial life and existing educational facilities will help regional progress while retaining such strengths as resilience, tolerance, and innovativeness.  | Veerkracht<br>Tolerantie<br>Innovativiteit   |
| The region is certainly no <i>tabula rasa</i> .  | Geen ongeschreven blad   |
| The aim is to recall the many centuries of experience gained in cross-border exchanges, viewing these within the context of a Europe undergoing constant renewal. The territory of the Euregio, with its wide-ranging social, cultural and infrastructure networks and huge growth potential, offers sufficient opportunity and scope for experimentation with new approaches.   | Grensoverschrijdende uitwisseling<br>Breed opgezette sociale, culturele en infrastructurele netwerken<br>Enorm groei potentieel<br>Biedt voldoende mogelijkheid tot experimenteren met nieuwe benaderingen<br><br>(Coërcief isomorfisme) |
| Maastricht as a European city: European institutes   | Europese stad  |
| The cities in the Euregio Meuse-Rhine are on a human scale.  | Steden van menselijk formaat   |
| The area is densely populated, with 3.9 million people occupying about 10,000 square kilometres. It is cosmopolitan in nature and has  | Dichtbevolkt<br>Kosmopolitisch<br>Levende kunst en cultuur sector  |

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| a lively arts and culture sector.  |  |
| Nestled in between the cities are a large number of towns and villages dotted around a charming rural landscape that offers excellent recreational opportunities and where working farms still abound. In other words: the Euregio has everything necessary for an excellent quality of life.  | Charmant platteland<br>Excellente recreatie mogelijkheden<br>Boerderijen<br>Alles is aanwezig voor een excellente kwaliteit van leven  |
| When people move away, they generally depart for larger cities such as Amsterdam and Brussels. There is another trend, however, that has people moving back to the Euregio. That can perhaps be attributed to the human scale of the cities here, which combined nevertheless offer enough density and mass. But it may also be because these cities are developing in ways that make them increasingly attractive to the creative industry. | Steden van menselijk formaat<br>Steden in de Euregio worden aantrekkelijk voor de creatieve industrie  |
| What makes the Euregio Meuse-Rhine unique can be described as a shared public space of urban entities that blend into a landscape of cross-border conglomerations. The Meuse Valley, which runs from north to south, contains a series of cities and a range of park-like landscapes and urbanised zones to the east and west of the river   | Uniek<br>Stad en platteland gaan in elkaar over<br>Parkachtige landschappen<br>Stedelijke zones  |
| That makes the Euregio Meuse-Rhine a distinct, variable, and increasingly dynamic region, wedged between Cologne and Düsseldorf in the east, Antwerp and Brussels in the west, Luxembourg in the south and Eindhoven/Brabantstad in the north.   | Onderscheidend<br>Variabel<br>Dynamisch  |
| The cities in the Euregio are located relatively far from their national capitals. That is why they are attempting to harness their shared potential and emphasise their status as centres on the periphery. Thanks to their industrial history and strategic location, they have a multifaceted infrastructure of airports, waterways, railways and motorways. These facilities link the Euregio Meuse-Rhine with the rest of Europe.       | Centrum van de periferie<br>Industriële geschiedenis<br>Strategische locatie<br>Veelzijdige infrastructuur   |
| They are proud to be medium-sized cities with outstanding but equally distinctive housing, work and recreational facilities. These cities consist of districts and neighbourhoods that have retained their own identities and themselves offer an interesting field of investigation.  | Middelgrote steden<br>Buitengewone en onderscheidende woonwerk- en recreatiegelegenheden<br>Elke wijk een eigen identiteit<br><br>(Coërcief isomorfisme)                                       |
| In addition, the Euregio is also unique because it has plenty of open countryside dotted with villages and hamlets. Although the economic decline halfway through the twentieth century hit hard in the region, it also ensured that the   | Open landschap met dorpen en gehuchten<br>Natuurlijk landschap is bewaard gebleven door economisch verval<br>Landschap vitaal voor kwaliteit van leven<br>Groen toerisme als een duurzame bron |

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| natural landscape - so vital to the quality of life there - was preserved. The expanses of woodland, the charming little roads and trails, and the extensive network of waterways make an appealing basis for green tourism as a sustainable source of income.  | van inkomen  |
| A Euregio on a human scale  | Menselijk formaat  |
| Anyone travelling around the Euregio today will be struck by its attractive, changing landscape - open, flat countryside in some places, rolling hills in others and with occasional patches of woodland. It has offered many people a lovely home, with housing grouped into ribbon developments, villages, historic town centres and cities, but also concentrated around numerous early industrial factories, extraction pits or coal mines. Visitors will also find traces of early industry in the region in the industrial landscapes that run from north to south along the Meuse and canals, and in the former Mining Region, which winds its way from west to east through the entire region like a garland, sometimes in densely packed and planned communities, and other times in pre-war and post-war neighbourhoods close to the cities, pits and factories. These scenes are supported by the topography of familiar idyllic vistas, consisting of stream valleys, wooded hills and gently rolling fields, laced together by small, pleasant villages and hamlets. Not only is the overall effect appealing to walkers or recreational cyclists, but travel through the region is easy thanks to well-planned primary roads. | Aantrekkelijk gevarieerd landschap<br>Historische steden<br>Fabrieken en kolenmijnen<br>Industrieel landschap<br>Idyllische uitzichten<br>Valleien<br>Kleine dorpjes<br>Aantrekkelijk voor wandelaars en fietsers<br>Goed bereikbaar door hoofdwegen<br><br>(Coërcief isomorfisme) |
| While the smaller villages and population centres provide everyday facilities and amenities, the cities are exceptionally appealing for their mixture of cultural and functional facilities, and their medical, technological and educational organisations and institutions. After the decline of industry, these areas became the new economic drivers of culture and knowledge industry.   | Cultuur en kennisindustrie<br>Culturele en functionele faciliteiten<br>Medische, technologische en onderwijsinstututen<br>Verval industrie<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme)  |
| The numerous upmarket shopping areas, appealing tourist and historic attractions and the hospitality industry with its many excellent hotels, restaurants and pubs all make the Euregio an attractive place to live and work.   | Winkelgebieden<br>Toeristische en historische attracties<br>Excellente horeca<br>Aantrekkelijke plek om te wonen en werken<br><br>(Coërcief isomorfisme)   |
| The region is important within Europe as well, functioning not only as a link but - in the future - as a new and modern focus of activity.  | Belangrijk binnen Europa   |
| The Euregio Meuse-Rhine cannot be called a  | Geen metropool   |

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| <p>metropolis, even though the Euregio Meuse-Rhine has a population of approximately 3.9 million. It is the combination of medium-sized cities and towns, each one close to or nestled within the changing landscape, that defines the typology of this Euregio. There is sufficient critical mass, and yet it is a Euregio on a human scale.</p>   | <p>Middelgrote steden<br/>Gevarieerd landschap<br/>Voldoende kritische massa<br/>Menselijk formaat</p>   |
| <p>Brand-new centres for innovation, research and education, healthcare and medical science will give the region a new profile in a few years' time and help to define its future. A number of infrastructure nodes have been rediscovered and are developing rapidly into new work environments and magnets. For example, a series of 'brainports' is arising within the old familiar landscape - new locations and perspectives on a new way of engaging in research, knowledge and technology.</p>   | <p>Nieuwe centra voor innovatie, research, educatie, gezondheidszorg en medische wetenschappen<br/>Nieuw profiel<br/>Opkomst Brainports<br/>Kennis en technologie<br/>Nieuwe werkgelegenheid<br/><br/>(Coërcief isomorfisme)</p> |
| <p>Culture plays an important role in supporting and encouraging economic growth by creating a business location climate and attracting foreign knowledge workers who are seeking a challenging place to work. These workers, who are highly skilled, are an important factor in our Euregio.</p>   | <p>Hoogopgeleide kenniswerkers zijn belangrijk voor de Euregio<br/><br/>(Coërcief isomorfisme)<br/>(Normatief isomorfisme)</p>   |
| <p>Identities, history and traditions are powerfully expressed in the recognisable symbolism formed by the architecture, buildings and urban structures of many European cities. The Euregio Meuse-Rhine's architectural heritage boasts structures from the Early Medieval, Gothic, and Maasland Renaissance periods, religious architecture, the architecture and interiors of bourgeois houses from the seventeenth and eighteenth centuries, and the traces of the early Industrial Revolution and mining industry. All of this shows that the region is representative not of architecture in the Netherlands, but instead of architectural trends in the heart of Europe.</p> | <p>De architectuur in de regio is representatief voor de architectonische trends uit Europa<br/>Historische architectuur<br/>Industriële architectuur</p>  |
| <p>In addition to its religious heritage, the Euregio Meuse-Rhine also has a number of reminders of its industrial past from the mining, earthenware and textile industries. Many of the mine buildings and factories were dismantled after closing. In the past few decades, however, there has been a growing trend towards preserving certain buildings and vacant sites so that the collective memory of our architectural history can be retained, and so that such buildings can be preserved and given a new purpose as cultural facilities.</p>   | <p>Religieus erfgoed<br/>Industrieel erfgoed<br/>Mijnen<br/>Fabrieken<br/>Collectieve herinnering<br/>Nieuwe culturele faciliteiten in industrieel erfgoed<br/><br/>(Coërcief isomorfisme)</p>                                   |
| <p>Malta is proposing Valletta as its only candidate for the title of European Capital of Culture in</p>  | <p>Valletta en Maastricht hebben overeenkomsten</p>  |



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| <p>2018. In the course of two meetings, one in Malta and one in Maastricht, various points of similarity between Malta and the Euregio were selected as a basis for developing the programme, and a declaration of intent concerning the programme was signed. Both areas are examples of far-reaching cultural diversity. Like the Euregio, the island of Malta has been subject to a huge number of influences in the course of its history. Both candidates for European Capital of Culture 2018 have a strong Catholic tradition, in which processions, carnival and parades of giants play a role. These traditions would offer a good frame of reference for joint project development.</p> | <p>Culturele diversiteit<br/>Katholieke tradities</p> <p>(Coërcief isomorfisme)</p>   |
| <p>The practices upheld by the many cultural parties in the Euregio - practices in which 'utilising cultural diversity' is reality - give Maastricht &amp; Euregio 2018 the foundations it needs to build and support its programme.</p>  | <p>Culturele diversiteit</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Zuid-Limburg and large parts of the Euregio Meuse-Rhine have long been a favourite tourist destination, beloved for their landscape, local culture, the 'foreign' ambience of their cities (especially Maastricht), their gastronomy and their shops. All these things can be summed up in the phrase: 'quality of life'.</p>  | <p>Favoriete toeristische bestemming<br/>Geliefd om landschap, lokale cultuur, buitenlandse ambiance, gastronomie en winkels<br/>Kwaliteit van leven</p>  |
| <p>The Euregio Meuse-Rhine is less well known as a centre for cultural tourism and its international appeal in that regard, a factor that allows us to use innovative means to give it a fresh new identity at international level.</p>   | <p>Euregio is minder bekend om cultuurtoerisme en om zijn internationale aantrekkingskracht</p>   |
| <p>Europe exists, and it can be found in the Euregio Meuse-Rhine. Maastricht and the Euregio are the drivers of the new Europe of Citizens; our citizens are bound together by a broad diversity of cultures, languages, traditions and landscapes.</p>   | <p>Europa kan gevonden worden in de Euregio<br/>Euregio is de motor van het nieuwe 'Europa van burgers'<br/>Burgers van de Euregio zijn verbonden door diversiteit aan culturen, talen, tradities en landschappen</p> |
| <p>The citizens of Maastricht, the most European city of the Netherlands, and the Euregio Meuse-Rhine are challenging you to work with us to build a new Europe through the medium of the arts and culture.</p>   | <p>Maastricht is meest Europese stad van Nederland</p>  |
| <p>Many still see the Euregio Meuse- Rhine as an abstract concept, a mere geographical designation, with people generally feeling little engagement.</p>  | <p>Euregio als abstract concept<br/>Mensen voelen zich weinig betrokken bij de Euregio</p>  |

## Bijlage B: Maastricht – Profilering – Thematisch coderen

### **Thema 1: Europese stad**

#### *Maastricht in relatie tot Europa*

[Maastricht is meest Europese stad van Nederland] [Europa kan gevonden worden in de Euregio] [Euregio is de motor van het nieuwe 'Europa van burgers'] [Dichtbij het vuur van Europa] [De weg naar Europa] [Maastricht wordt geïdentificeerd met Euro en EMU verdrag] [Europa in miniatuur] [Euregio centrum van rijk Karel de Grote] [Verdrag van Maastricht] [Maastricht en Euregio leven Europa] [Ongewoon zelfs voor Europese standaarden] [Maastricht is de personificatie van Europa] [Springplank van Nederland naar Europa] [Maastricht hart van Euregio] [Geboorteplek Europa] [Maastricht's locatie in de Euregio biedt mogelijkheden voor Europa] [Sterke focus op Europa] [Europa in miniatuur] [Ideaal testgebied voor Europa]

#### *Grensregio en culturele diversiteit*

[Internationale ambiance] [Grenzen altijd dichtbij] [Transnationaal leven] [Europese diversiteit bevestigend] [Receptief naar burenen] [Grensregio] [Culturele diversiteit] [Meertaligheid] [Interface van Germaanse en Latijnse culturen] [Maastricht op de scheidslijn tussen Noord en Zuid Europa]

#### *Generatie Maastricht*

[Generatie Maastricht] [Jonge mensen] [Europese eenheid] [Grensoverschrijdende mobiliteit] [Ervaren geen grenzen] [Trotse Europeanen] [Duurzaamheid] [Respect voor artistiek en historisch erfgoed] [Betrokken] [Europa als motor van moderne civilisatie] [Culturele diversiteit]

### **Thema 2: Bourgondische plattelandstad**

#### *Bourgondisch*

[Geliefd om landschap, lokale cultuur, buitenlandse ambiance, gastronomie en winkels] [Winkelgebieden] [Toeristische en historische attracties] [Excellente horeca] [Aantrekkelijke plek om te wonen en werken] [Landschap vitaal voor kwaliteit van leven] [Buitengewone en onderscheidende woon- werk- en recreatie-gelegenheden] [Alles is aanwezig voor een excellente kwaliteit van leven] [Excellente recreatie mogelijkheden] [Keuken] [*Joie de vivre*] [Tradities van carnaval en religieuze processies] [Verleden als traditionele ambachtsstad]

#### *Landschap*

[Idyllische uitzichten] [Valleien] [Kleine dorpen] [Aantrekkelijk gevarieerd landschap] [Historische steden] [Open landschap met dorpen en gehuchten] [Centrum van de periferie] [Stedelijke entiteiten die overgaan in een landschap van grensoverschrijdende conglomeraties] [Parkachtige landschappen] [Charmant platteland] [Boerderijen] [Middelgrote steden] [Menselijk formaat] [Regio] [Onderscheidend]

### **Thema 3: Postindustriële kennisstad**

#### *Postindustriële*

[Industrieel erfgoed] [Mijnen] [Fabrieken] [Nieuwe culturele faciliteiten in industrieel erfgoed]

[Industrieel landschap] [Eind industriële tijdperk] [De Euregio kent economische behoeften]  
[Afnemende productie] [Hoge werkloosheid ten opzichte van het landelijk gemiddelde]  
[Industriële geschiedenis]

#### *Heruitvinden*

[Nieuw profiel] [Enorm groei potentieel] [Biedt voldoende mogelijkheid tot experimenteren  
met nieuwe benaderingen] [Staat open voor nieuwe ideeën] [Vaardig in verandering]  
[Veerkracht] [Geen ongeschreven blad] [Regio heeft zich heruitgevonden]

#### *Kennis*

[Nieuwe centra voor innovatie, research, educatie, gezondheidszorg en medische  
wetenschappen] [Opkomst Brainports] [Kennis en technologie] [Innovativiteit] [Transformatie  
naar kennis industrie en creatieve industrie] [Internationale studentenstad] [Hoogopgeleide  
kenniswerkers zijn belangrijk voor de Euregio]

## Bijlage C: Maastricht – Legitimering - Open Coderen

| Tekstfragment  | Code  |
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| A new opportunity for the lost chapter on culture of the 1992 Maastricht Treaty  | Kans voor verloren hoofdstuk cultuur van Verdrag Maastricht   |
| Maastricht's location within the Euregio Meuse-Rhine offers a perfect opportunity to contribute directly to the process of revisiting Europe.  | Maastricht's locatie in de Euregio biedt mogelijkheden tot herzien Europa   |
| We also stress the power and huge variety of Dutch culture   | Kracht en variëteit van Nederlandse cultuur benadrukken<br><br>(Coërcief isomorfisme)   |
| We wish to use our candidacy to provide the lost chapter on culture of the 1992 Maastricht Treaty with a new European identity – an identity that is based, paradoxically, on our unique cultural diversity.   | Het verloren cultuurhoofdstuk van Verdrag Maastricht voorzien van nieuwe Europese identiteit<br>Europese identiteit gebaseerd op culturele diversiteit<br><br>(Coërcief isomorfisme)                      |
| Maastricht & Euregio 2018 aims to bring about a change in the communication between Europe and its citizens and wishes to place this communication process on the European agenda.   | Verandering brengen in communicatie tussen Europa en burgers<br>Communicatie op agenda plaatsen<br><br>(Coërcief isomorfisme)   |
| The approach to and the specific details of European Capital of Culture 2018 are very much in line with a number of core objectives of the Europe 2020 strategic agenda and the corresponding budget (Brussels, 29 June 2011).   | Programma sluit aan bij Europees beleid<br><br>(Coërcief isomorfisme)   |
| The Europe Revisited process will encourage the widespread participation of and communication with citizens. And it's that type of communication, in particular, that is the missing link in the governmental approach to Europe 2020.   | Participatie bevorderen<br>Communicatie bevorderen<br>Missing link in Europees beleid bieden<br><br>(Coërcief isomorfisme)  |
| [This area] is the ideal testing zone for the future of Europe.  | De regio is een ideaal testgebied voor toekomst Europa  |
| Maastricht and the Euregio Meuse-Rhine believe there is a need to experiment with cultural diversity, awareness and interaction between citizens, cross-border networks and to place more emphasis on the special relationship between city and landscape.   | Er is behoefte aan experiment met culturele diversiteit, bewustzijn en interactie tussen burgers, grensoverschrijdende netwerken en een nadruk op relatie stad en landschap<br><br>(Coërcief isomorfisme) |
| Maastricht & Euregio 2018 will not only be a wonderful celebration of culture. It will also provide a boost to structural and cross-border developments in the arts and culture sector and to urban and Euregional transformation, infrastructure and the economy, starting in 2015 and continuing long into 2019. | Cultuur vieren<br>Boost voor structurele en grensoverschrijdende ontwikkelingen in kunst en cultuur, infrastructuur en economie<br>Boost voor stedelijke en Euregionale transformatie                     |

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|   | (Coërcief isomorfisme)   |
| The viability of this 'Europe in miniature' is at stake.  | Levensvatbaarheid Europa staat op het spel   |
| Europe Revisited: an offer to the Netherlands and Europe  | Europa herzien<br>Aanbod aan Nederland en Europa   |
| When Charlemagne (also referred to as <i>Pater Europae</i> , the Father of Europe) established his imperial court in Aachen at the end of the 8th century, all eyes were focused on the area that is now the Euregio Meuse-Rhine. That was also the case in 1992, when the Maastricht Treaty laid the basis for a common European currency. We can continue that trend if Maastricht becomes European Capital of Culture. | Euregio was al eerder belangrijk voor Europa   |
| 'Living' Europe   | Europa leven   |
| However, Maastricht wishes to use culture as a binding agent to establish links between European citizens and to make Europe part of their daily lives.   | Maastricht legt verbindingen tussen Europese burgers doormiddel van cultuur<br>Europa onderdeel van dagelijks leven maken<br><br>(Coërcief isomorfisme)  |
| Europe's strength lies in the tension generated by its fragmentation, in its diversity, in its local, regional and national identities. Only if we succeed in recognising the opportunities offered by its fragmentation and contradictions and do not see these as obstacles to unity, only then can Europe become a common reference of identity for the people and can Europe start 'living'                           | Europa's kracht ligt in haar fragmentatie en diversiteit<br>Mogelijkheden van fragmentatie en tegenstelling benutten om een gemeenschappelijke identiteit te creëren<br>Europa laten leven<br><br>(Coërcief isomorfisme) |
| The Euregio has the potential to become a best-practice example for the integration of Europe into the life and awareness of Europeans and to make living a diverse European cultural identity a common fact with added value.  | Euregio heeft potentie om voorbeeld te worden voor Europese integratie in het leven en bewustzijn van Europeanen en om de Europese identiteit van toegevoegde waarde te maken<br><br>(Coërcief isomorfisme)              |
| That is why we are presenting a programme that is intended to offer citizens the opportunity to develop skills that enable them to exploit the multiculturalism and break down the mental barriers between cultures. Such skills will allow cultural diversity to become part of daily life   | Mogelijkheid bieden vaardigheden te ontwikkelen<br>Multiculturalisme exploiteren<br>Mentale grenzen doorbreken<br>Culturele diversiteit onderdeel van dagelijks leven maken<br><br>(Coërcief isomorfisme)                |
| Maastricht and the Euregio Meuse-Rhine wish to use the European Capital of Culture 2018 candidacy to outline their future and to present the results of that process as an example to the Netherlands and Europe  | Toekomst Maastricht en Euregio schetsen<br>Resultaten presenteren als voorbeeld aan Europa   |
| Conversely, the crisis in Europe is having an above-average effect on Maastricht and the surrounding border region. That interaction  | Europese crisis heeft bovengemiddeld effect op Maastricht  |

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| therefore provides a clear answer to the question of 'why here'.  |  |
| It is an opportunity of immense importance to the city, the region and the country.   | Kans van groot belang  |
| Both Europe and the Euregio are now at a crucial point in their development. In view of the globalisation of the economy, technological innovations and cultural traditions and experience, what can and must be done to preserve Europe's focus on the future and its competitiveness? This is not only a political, economic and social task, it also presents a challenge that influences the living environment of citizens and calls for new approaches.   | Europa en Euregio staan op cruciaal punt in hun ontwikkeling<br>Europa's focus op toekomst en concurrentievermogen moet bewaard blijven<br>Nieuwe benaderingen nodig<br>Politieke, economische en sociale taak                               |
| The current government-level crisis does not help Europeans to experience a European community or unity. There is growing distrust between northern and southern Europe. The European identity is increasingly being characterised as a risk or threat. Maastricht feels a great responsibility to respond to this situation, because the Maastricht Treaty and the subsequent Lisbon Treaty have had an important influence on Europe.   | Europeanen ervaren geen Europese gemeenschap of eenheid<br>Wantrouwen tussen Noord en Zuid Europa<br>Europese identiteit in gevaar<br>Maastricht voelt zich verantwoordelijk te reageren op deze situatie vanwege het Verdrag van Maastricht |
| Making Europe meaningful  | Europa betekenisvol maken  |
| We must ensure that we retain this special significance that provides Europe with added value for the rest of the world.  | Toegevoegde waarde van Europa moet bewaard blijven   |
| Europe's cultural diversity and history are an important frame of reference for people all over the world. This is certainly true for the world of art and culture and for artists, philosophers and writers – in other words, for culture creators in the broadest sense. This is closely in line with the recent strategy of the European Commission, which presented a new framework programme in November 2011 for the cultural and creative sector (Creative Europe 2014- 2020: budget 1.8 billion euros). The Commission is aiming to increase cultural diversity in Europe by providing financial support to 300,000 artists and professionals from the arts and culture sector so that they can reach a new audience outside their home country. In current times, when the call for unity may tempt us to aim for a uniform European identity, it is vital to emphasise that the strength of Europe lies in its great diversity of truths. It is precisely this which, for centuries, has facilitated Europe's growth; it is our common history. | Kracht Europa ligt in culturele diversiteit<br>Visie van Maastricht is in lijn met Europees beleid<br><br>(Coërcief isomorfisme)   |
| The European Union is the victim of distrust and discord, and questions that should not need to be asked are waiting for answers that seem to   | EU is slachtoffer van wantrouwen<br>Europese geest en enthousiasme vervaagt  |

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| <p>have disappeared. What is Europe? Who is European? Where is Europe? The European spirit has vanished and with it the enthusiasm for Europe.</p>   |  |
| <p>However, one thing we know for sure: in the same way that Erasmus' ideal of civilisation cannot be achieved in a world without peace, prosperity and democratic institutions that guarantee our rights, peace and prosperity will not continue to exist in the European community without cultivating the ideal of European civilisation and its values. In 2012, Maastricht and the Euregio Meuse-Rhine wish to use their 2018 candidacy to make an invigorating contribution to the ideal of European civilisation.</p>   | <p>Erasmus<br/>Europese civilisatie en waarden moeten worden gecultiveerd<br/>Verkwikkende bijdrage aan Europese civilisatie leveren</p>   |
| <p>Maastricht and the Euregio stand out from the other Dutch candidates as their candidacy is driven by a confrontation and a contextualisation of cultures and cultural dimensions. The clash of cultures is embedded in the genes of this region and can be defined on the basis of such couplings as Germanic/Latin, industrial/agricultural, neighbourly/worldly, high/low, modern/classical, tradition/renewal, immigrant/native</p>  | <p>Kandidaatstelling onderscheidt zich van de andere Nederlandse kandidaten<br/>Botsing culturen in genen Maastricht<br/>Kandidaatstelling is gedreven door confrontatie en contextualisering van culturen</p>   |
| <p>As a result of government austerity measures in the arts and culture sector in the Netherlands, Belgium and, to a lesser extent, Germany, there is a real risk of a disproportional deterioration of facilities in the regions as opposed to the concentration of cultural opportunities in the centre of countries. In the Netherlands, art and culture has been hard hit in this region too. The counterbalance of European Capital of Culture and cross-border cooperation, in association with cross-border cultural entrepreneurship and exploring new target groups, is therefore a real necessity.</p> | <p>Cultuur is hard geraakt in de regio's<br/>Titel biedt tegengewicht aan de klap van de bezuinigingen<br/>Grensoverschrijdende samenwerking en grensoverschrijdend cultureel ondernemerschap en het verkennen van nieuwe doelgroepen is noodzakelijk<br/>De titel is een noodzaak</p> |
| <p>Génération Maastricht: the face of Maastricht &amp; Euregio 2018</p>  | <p>Generatie Maastricht gezicht van Maastricht &amp; Euregio 2018</p>  |
| <p>They have only known one Europe and I don't think they can even imagine a Europe without a single currency. I have interviewed many young people in Europe, and I discovered how realistic and clear all these international groups of young people are. They are not bothered by linguistic or cultural barriers separating the Member States of the European Union. They travel freely between France, the Netherlands, Portugal, Greece and all other countries in the European Union without any feeling of discomfort or not belonging</p>   | <p>Generatie Maastricht<br/>Jonge mensen<br/>Europese eenheid<br/>Grensoverschrijdende mobiliteit<br/>Ervaren geen grenzen<br/><br/>(Coërcief isomorfisme)</p>   |

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| <p>I recognise in any event their great pride in being European and their desire to be involved in activities relating to sustainability, respect for the environment, and their artistic and historic heritage. They believe in Europe as the driver of modern civilisation and argue passionately and skilfully about the benefits and downsides of the various lifestyles, as well as the religious convictions and gastronomic traditions of each nation.</p>  | <p>Generatie Maastricht<br/>Trotse Europeanen<br/>Duurzaamheid<br/>Respect voor artistiek en historisch erfgoed<br/>Betrokkenheid<br/>Europa als motor van moderne civilisatie<br/>Culturele diversiteit</p> <p>(Coërcief isomorfisme)</p>  |
| <p>But Génération Maastricht is under pressure and has increasing doubts about its future within Europe. There is growing financial and political distrust in Europe and a generation gap between the fast expanding group of seniors and the rapidly increasing group of unemployed young people. The problem of an ageing population is having an economic and democratic impact, resulting in a clash of interests of the older and younger generations. But at the same time, they are having to learn to live with one another in order to create new prospects for the future.</p> | <p>Generatie Maastricht staat onder druk en heeft twijfels over de toekomst van Europa<br/>Financieel en politiek wantrouwen<br/>Generatiekloof<br/>Jongerenwerkeloosheid<br/>Vergrijzing<br/>Leren samenleven</p> <p>(Coërcief isomorfisme)</p>  |
| <p>It is the task of young Europeans in particular to ensure that Europe gains an innovative competitive position within the new world economy. We must not allow the talents, creativity, energy and enthusiasm of these young people to be lost in the critical phase that Europe is currently experiencing. Our candidacy process offers Génération Maastricht the opportunity to make the best of their talents and energy.</p>  | <p>Jonge Europeanen hebben de taak Europa een innovatieve concurrentiepositie te geven in de nieuwe wereldeconomie<br/>Talent, creativiteit, energie en enthousiasme van jonge mensen mag niet verloren gaan<br/>Kandidatuur biedt Generatie Maastricht de mogelijkheid hun talent en energie te benutten</p> <p>(Coërcief isomorfisme)</p> |
| <p>Maastricht &amp; Euregio 2018 is creating the space within which Génération Maastricht and talent development are combined with the international dimension of Maastricht and the Euregio as a multicultural laboratory.</p>  | <p>Ruimte creëren voor Generatie Maastricht en talentontwikkeling<br/>Euregio als multicultureel laboratorium</p> <p>(Coërcief isomorfisme)</p>   |
| <p><b>Empowering Génération Maastricht</b></p>   | <p><b>Empowering Generatie Maastricht</b></p>   |
| <p>Maastricht is closely identified with the euro and the EMU treaty. It therefore has an obligation to the younger generation in Europe to contribute to the development of a new contract between generations and to supply skills that will increase labour market opportunities.</p>   | <p>Maastricht heeft de verplichting aan de jongere generatie om bij te dragen aan dichten generatiekloof en nieuwe vaardigheden aan te bieden die kansen op arbeidsmarkt vergroten</p>  |
| <p>Maastricht &amp; Euregio 2018 stands for seizing new opportunities and solidifying possibilities within Europe</p>  | <p>Kandidatuur staat voor nieuwe mogelijkheden grijpen binnen Europa</p>  |
| <p>Maastricht &amp; Euregio 2018 uses multilingualism and multiculturalism as a perfect opportunity for a radical cross-border experiment in relation to reducing youth unemployment</p>   | <p>Meertaligheid en multiculturalisme als radicaal grensoverschrijdend experiment om jongerenwerkeloosheid tegen te gaan</p>  |



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| The link to everyday reality is a priority in all of these efforts  | Link naar dagelijkse realiteit belangrijk  |
| The candidacy of Maastricht and the Euregio Meuse-Rhine offers an opportunity to develop the competencies needed to deal with cultural diversity in everyday life.  | Kandidatuur biedt mogelijkheid competenties te ontwikkelen om om te gaan met culturele diversiteit<br><br>(Coërcief isomorfisme)   |
| Europe's strength lies in its many cultures, which paradoxically serve as a counterweight to, but also provide an underlying condition for a more centralised Europe. In utilising such diversity, Europe has something to offer itself and the rest of the world. It is time for Europe to revisit itself.   | Europa's kracht ligt in diversiteit<br>Diversiteit is onderliggende voorwaarde voor gecentraliseerd Europa<br>Europa moet zichzelf herzien<br><br>(Coërcief isomorfisme)             |
| At first, there was simply the excitement of imagining that Maastricht and the Euregio could actually become European Capital of Culture. That might make it possible to 'position' the arts and culture. We had long been convinced that Maastricht and the Euregio needed to open its doors wide to the world.  | Titel maakt het mogelijk kunst en cultuur te positioneren<br>Titel maakt het mogelijk deuren te openen naar rest van de wereld<br>Opwinding bij idee dat Maastricht titel zou winnen |
| Gradually, we came to realise that Maastricht and the Euregio Meuse-Rhine had struck gold. After all, it is at the interface between cultures that energy is released, that new perspectives are likely to arise. And if we had the courage and daring to go beyond our own 'borders', then – who knows? – we might be able to throw open the gates of the city and the region. | Regio heeft goud in handen<br>Interface tussen culturen biedt nieuwe energie en perspectieven<br>Grenzen stad en regio opengooien  |
| We recognise that this is a unique chance to use the arts and culture to construct a new future for ourselves and for this region. To revisit Europe.   | Unieke kans<br>Kunst en cultuur gebruiken om een nieuwe toekomst te construeren voor stad en regio<br>Europa herzien   |
| Mirroring Europe  | Europa weerspiegelen   |
| We will use examples from various disciplines to show how we mirror Europe and are mirrored by it.  | Laten zien hoe Euregio Europa weerspiegelt en andersom   |
| Maastricht & Euregio 2018 is aiming to integrate the concept of 'using cultural diversity' so that living Europe can become reality.  | Culturele diversiteit integreren<br>Het leven van Europa realiteit maken   |
| We do not regard culture only as an expression of regional and national identity, but mainly a basis for the essence of Europe, i.e. cultural diversity.  | Cultuur niet enkel als regionale of nationale expressie maar als basis voor Europa<br><br>(Coërcief isomorfisme)   |
| Maastricht & Euregio 2018 will evoke an image that illustrates the added value of cultural diversity  | Beeld oproepen dat toegevoegde waarde culturele diversiteit illustreert<br><br>(Coërcief isomorfisme)  |
| Living Europe, with Génération Maastricht as the standard bearer, should once again teach young people and Europe itself about tomorrow's Utopia.   | Generatie Maastricht als vaandeldrager<br>Jonge mensen en Europa leren over het Utopia van morgen  |
| Maastricht & Euregio 2018 wants to alter for  | Manier waarop Europa communiceert met  |

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| <p>good the way Europe communicates with its citizens. It sees this as essential, and wishes to make the process of communication a permanent topic of discussion on the agendas of the European institutions. Following on from the strategic Europe 2020 agenda, this would spark off a fundamental and lasting change in the way in which the Europe of 2020 will function.</p>  | <p>zijn burgers veranderen<br/>         Communicatie op Europese agenda<br/>         Fundamentele verandering in de manier waarop Europa in 2020 functioneert<br/> <br/>         (Coërcief isomorfisme)</p>  |
| <p>It should lead local residents and visitors to experience the Euregio Meuse-Rhine as an identity. That identity is one in which contacts are lasting and cooperation between the various cultural identities is stable and permanent.</p>  | <p>Lokale residenten en bezoekers ervaren de Euregio als een identiteit<br/>         Blijvende contacten en samenwerking tussen culturele identiteiten<br/> <br/>         (Coërcief isomorfisme)</p>   |
| <p>The overall approach and specific details of Maastricht &amp; Euregio 2018 are closely allied to a number of the core objectives of Europe 2020. While Europa Revisited is being carried out in the Euregio Meuse- Rhine, the public and cultural institutions will function as the initiators of a new form of communication about cultural diversity in Europe, linked to everyday life. This form of communication would be a vital supplement to the Europe 2020 approach (by government).</p>   | <p>Programma sluit aan op doelen van Europees beleid<br/>         Nieuwe vorm van communicatie die gelinkt is aan het dagelijks leven<br/>         Nieuwe vorm van communiceren die vitaal is voor Europees beleid<br/> <br/>         (Coërcief isomorfisme)</p>   |
| <p>Few attempts have been made to involve the creative industry in towns and smaller cities (smaller networks and markets), and it is therefore logical to work on developing innovative forms of the creative industry in the Euregio. The fact is that this industry's potential has not been exploited as much as it could be. That is especially true of regions that do not have a massive cultural infrastructure or a well-defined cultural profile. It is precisely these regions that would benefit from developing an attractive profile in the creative industry by focusing on specific themes and clusters. That is where our challenge lies. Our task is to recognise the potential of the creative industry in the Euregio Meuse-Rhine, identify opportunities, make them available, and create the structures needed to promote the industry and extend its scope in the Euregio.</p> | <p>Er is nog weinig gedaan om de creatieve industrie in dorpen en kleine steden te ontwikkelen<br/>         Potentie creatieve industrie van Euregio wordt onvoldoende benut<br/>         Creatieve industrie moet gepromoot en uitgebreid worden in de Euregio<br/> <br/>         (Coërcief isomorfisme)<br/>         (Normatief isomorfisme)</p> |
| <p>Maastricht &amp; Euregio 2018 can already support parties in the creative industry by connecting them with other European partners and networks.</p>   | <p>Titel kan de creatieve industrie ondersteunen en verbinden aan Europese netwerken<br/> <br/>         (Coërcief isomorfisme)</p>   |
| <p>A number of recent European Capitals of Culture made the 'creative industry' one of their programme priorities. The European Capital of Culture RUHR.2010, in nearby Germany, developed a wide range of platforms and</p>  | <p>Andere Culturele Hoofdsteden hebben de creatieve industrie als prioriteit gesteld<br/>         RUHR.2010<br/> <br/>         (Mimetisch isomorfisme)</p>   |

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| networks.  |  |
| The aim is to recall the many centuries of experience gained in cross-border exchanges, viewing these within the context of a Europe undergoing constant renewal. The territory of the Euregio, with its wide-ranging social, cultural and infrastructure networks and huge growth potential, offers sufficient opportunity and scope for experimentation with new approaches.   | Euregio heeft eeuwenlange ervaring met grensoverschrijdende uitwisseling<br>Euregio biedt de mogelijkheid te experimenteren met nieuwe benaderingen  |
| With a view to mobilising the potential available in society, each European Capital of Culture must focus on topical and authentic issues relevant to its region. At this point, six years before the possible start of the 2018 event, it is difficult to predict what the most pressing issues will be when and if Maastricht & Euregio 2018 becomes European Capital of Culture. The region's universities, which play an enormous role in defining the urban context and everyday life in the cities, are investigating trends and tendencies that will help us identify our work. In the years ahead, the universities will be looking at the sociological and socially critical aspects of the Capital of Culture.   | Een Culturele Hoofdstad moet het in de samenleving aanwezige potentieel mobiliseren<br>Focus op authentieke en voor de regio relevante onderwerpen<br>Universiteiten onderzoeken sociologische en sociaal kritische aspecten van Culturele Hoofdstad |
| As in Belfast in Northern Ireland, which worked up a successful plan to stimulate cultural tourism, local residents will be closely involved in all Euregional activities focusing on urban and economic renewal.  | Net als in Belfast worden lokale inwoners betrokken bij stedelijke en economische vernieuwing  |
| Malta is proposing Valletta as its only candidate for the title of European Capital of Culture in 2018. In the course of two meetings, one in Malta and one in Maastricht, various points of similarity between Malta and the Euregio were selected as a basis for developing the programme, and a declaration of intent concerning the programme was signed. Both areas are examples of far-reaching cultural diversity. Like the Euregio, the island of Malta has been subject to a huge number of influences in the course of its history. Both candidates for European Capital of Culture 2018 have a strong Catholic tradition, in which processions, carnival and parades of giants play a role. These traditions would offer a good frame of reference for joint project development. | Valletta en Maastricht hebben veel overeenkomsten<br>Valletta en Maastricht gaan samenwerken<br><br>(Mimetisch isomorfisme)  |
| Maastricht & Euregio 2018's ambitions are frequently compared with those of previous European Capitals of Culture such as Lille (2004), Liverpool (2008) and Essen (2010). There is a good reason for this. From the very beginning of the Maastricht & Euregio 2018 project, we have been at pains to draw this   | Maastricht & Euregio 2018 wil zich vergelijken met Lille (2004), Liverpool (2008) en Essen (2010)<br>Net als Lille, Liverpool en Essen de regio betrekken en een lange termijn impact genereren<br>Net als Lille, Liverpool en Essen de regio als    |

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| <p>comparison. That is because these cities had the same overriding aims, for example the desire to get a region involved and to generate long-term impacts. Like them, the Maastricht &amp; Euregio 2018 project is based on the idea of involving a Euregio as a 'unique selling point'. In addition, we are not merely planning a one-year event in 2018; it is our intention to generate long-term effects for cultural, social and Euregional development. It would be pointless to compare our project with such cities as Istanbul (2010), Pécs (2010), Tallinn (2011) or Maribor (2012), as the parameters were very different (scale, unilateral focus on building restoration, incidental programming, and recent status as an EU member state, respectively).</p> | <p>uniek <i>selling point</i> gebruiken<br/>         Culturele, sociale en Euregionale ontwikkeling<br/>         Maastricht &amp; Euregio 2018 wil niet vergeleken worden met Istanbul (2010), Pécs (2010), Tallinn (2011) en Maribor (2012) vanwege hun incidentele programmering, eenzijdige focus en jong EU lidmaatschap</p> <p>(Mimetisch isomorfisme)</p> |
| <p>Nowadays - after having won the title of European Capital of Culture 2004 - Lille is justified in presenting itself to the world as the fourth largest urban region of France, following Paris, Marseille and Lyon. Lille has developed from a former mining and traditional textiles region in the north of the country into a modern and urban commercial-financial service centre. Lille was the first city to include a cross-border region (nearby Kortrijk in Belgium) in its ambitions.</p>  | <p>Lille kan zich sinds de titel rechtvaardigen als vierde grootste stedelijke regio van Frankrijk<br/>         Lille heeft zich ontwikkelt van voormalige mijn- en textielregio naar modern commercieel-financieel centrum<br/>         Lille heeft voor het eerst de regio betrokken</p> <p>(Mimetisch isomorfisme)</p>                                       |
| <p>Before 2008, Liverpool was beset by tensions between various local population groups and suffered mass unemployment. Its successful bid boosted Liverpool's reputation as an international tourist destination and as the second largest city in the United Kingdom (after London) in terms of museums and exhibition space. Businesses consider that Liverpool's image has been permanently upgraded to that of a world-class city, and that they are reaping the benefits.</p>  | <p>Titel was boost voor Liverpool's reputatie als toeristische bestemming<br/>         Liverpool's imago is door de titel permanent verbeterd naar dat van een stad van wereldklasse<br/>         Liverpool oogst de voordelen van de titel</p> <p>(Mimetisch isomorfisme)</p>  |
| <p>Essen's and the RUHR.2010's programme concerned a grand narrative of transformation. Its recurring theme was the Ruhr Area's metamorphosis into a European cultural metropolis, under the motto 'Transformation through Culture – Culture through Transformation'. Essen promoted itself as an industrial city transforming into a new and different tourist destination.</p>   | <p>Essen heeft zich door de titel gepromoot als een stad die getransformeerd is van industrie stad naar een nieuwe en onderscheidende toeristische bestemming</p> <p>(Mimetisch isomorfisme)</p>  |
| <p>Maastricht European Capital of Culture is the necessary catalyst linking the arts and culture and the economy.</p>  | <p>Titel is noodzakelijke katalysator om kunst en cultuur te verbinden aan economie</p>   |
| <p>A new mental space. The Maastricht &amp; Euregio 2018 project offers the citizens of the Euregio an opportunity to develop the competencies needed to deal with cultural diversity in</p>   | <p>Nieuwe mentale ruimte<br/>         Mogelijkheid bieden competenties te ontwikkelen om om te gaan met culturele diversiteit in het dagelijks leven en de</p>  |

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| everyday life and to discover its value. It will give them the tools they need to dismantle the mental borders between cultures.  | meerwaarde ervan in te zien<br>Mentale grenzen tussen culturen ontmantelen<br><br>(Coërcief isomorfisme)   |
| It will not be a one-year festival, but a programme spanning a five-year period (2015 to 2019), giving rise to a sustainable and necessary impetus for the transition of both the city and the Euregio from industrial centre to knowledge city, offering an attractive place to live and facilitating the recruitment of foreign knowledge workers, specifically for the brainports.   | Festival geeft aanleiding tot duurzame en noodzakelijke impuls aan transitie van de stad en regio van industrieel centrum naar kennisstad waar het aantrekkelijk leven is<br>Festival faciliteert werving van buitenlandse kenniswerkers voor de brainports<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme) |
| A prioritised approach and stimulus for the creative industry with a higher long-term employment rate in this sector  | Prioriteit en stimulans voor creatieve industrie<br>Meer werkgelegenheid op lange termijn in de creatieve industrie<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme)   |
| A considerable improvement in public transport within the Euregio, with travel times comparable to the national averages.   | Verbetering van openbaar vervoer in de Euregio   |
| The biggest challenge is to ensure that Europe Revisited has an impact in cities, in the Euregio and in Europe, resulting in a permanent change in the way Europe communicates with its citizens.   | Festival heeft effect op steden in Euregio en Europa<br>Permanente verandering in de manier waarop Europa communiceert met burgers   |
| The title of European Capital of Culture offers an opportunity to show the human side of Europe. This is a side that concerns connections, a common history, everyday life, cultural diversity, and deeply-rooted, shared values. Maastricht & Euregio 2018 wants to reveal the values that typify Europe in the tone, content and strategy of the relevant communication. Its aim is to engage in a warm dialogue with the people. | Titel biedt kans de menselijke kant van Europa te laten zien<br>Verbindingen, gezamenlijke geschiedenis, dagelijks leven, culturele diversiteit, diep gewortelde gedeelde waarden.<br>Waarden die Europa's communicatie typeren blootleggen<br>Warme dialoog tot stand brengen<br><br>(Coërcief isomorfisme)         |
| Maastricht & Euregio 2018 wishes to inspire people to be our most important channel of communication. With a population of 3.9 million Europeans in its catchment area, Maastricht can utilise the combined communication power of the people, cities and regions in a sizeable and centrally located European region that welcomes many visitors.  | Mensen in de Euregio als belangrijkste communicatiekanaal<br>Communicatiekracht van mensen, steden en de regio naar de bezoekers toe   |
| The Euregio Meuse-Rhine is less well known as a centre for cultural tourism and its international appeal in that regard, a factor that allows us to use innovative means to give it a fresh new identity at international level. Winning the title of European Capital of Culture   | Euregio is minder bekend om cultuurtoerisme en om zijn internationale aantrekkingskracht<br>Op innovatieve wijze een frisse nieuwe identiteit op internationaal niveau bewerkstelligen   |

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| 2018 will give Maastricht and the Euregio Meuse-Rhine a golden opportunity but also a much-needed boost, with an enormous and lasting impact on tourism and the tourism infrastructure. Based on foresight studies and the experience of Liverpool and Essen, it is likely that the Euregio will welcome approximately 8 million extra visitors between 2015 and 2019.  | Titel is een gouden kans en broodnodige boost<br>Enorme en blijvend effect op toerisme en toeristische infrastructuur<br>8 miljoen extra bezoekers  |
| Europe exists, and it can be found in the Euregio Meuse-Rhine. Maastricht and the Euregio are the drivers of the new Europe of Citizens   | Europa bestaat en kan gevonden worden in de Euregio<br>Euregio is de motor van het nieuwe 'Europa van burgers'  |
| Maastricht & Euregio, European Capital of Culture candidate for 2018, invites all citizens to help build the new Europe based on cultural diversity and cross-border cooperation. A Europe that offers everyone opportunities.  | Burgers uitnodigen mee te bouwen<br>Nieuw Europa<br>Culturele diversiteit en grensoverschrijdende samenwerking<br>Een Europa wat iedereen kansen biedt<br><br>(Coërcief isomorfisme)  |
| We have good reasons for wanting that. Winning the title of European Capital of Culture 2018 would serve as an enormous catalyst for the future of our Euregio. Euregional partnership is the code word for success. It will be feasible if we achieve solid economic, cultural and political integration that respects cultural diversity, and that offers better networks and closer cooperation between citizens, businesses and institutions, with cities and countryside playing clearly defined roles. That is where our future lies. | Titel is enorme katalysator voor de toekomst van de Euregio<br>Euregionaal partnerschap<br>Solide economische, culturele en politieke integratie in Euregio<br>Respect voor culturele diversiteit<br>Betere netwerken<br>Nauwe samenwerking tussen burgers, bedrijven en instituten<br>Steden en platteland duidelijk gedefinieerde taken |
| If we win the title, we can offer Europe the chance to use the European Capital of Culture to drive long-term, positive changes in the arts and culture, the economy, the labour market, knowledge generation and knowledge sharing, tourism, public transport and mobility. We are setting an inspiring example for Europe.  | Titel geeft Europa kans op positieve lange termijn veranderingen in kunst en cultuur, economie, arbeidsmarkt, kennis generatie en deling, toerisme, openbaar vervoer en mobiliteit<br>Inspirerend voorbeeld voor Europa stellen   |
| The citizens of Maastricht, the most European city of the Netherlands, and the Euregio Meuse-Rhine are challenging you to work with us to build a new Europe through the medium of the arts and culture.  | Maastricht en Euregio 2018 dagen uit mee te bouwen aan een nieuw Europa door kunst en cultuur   |
| That is why we call this process VIA2018: via our candidacy for European Capital of Culture 2018, we and our partner cities in the Euregio will achieve what this region so desperately needs.  | Door de titel bereiken wat de regio zo dringend nodig heeft   |
| Maastricht and the Euregio aim to be a place that young people do not leave because their respective national population centres seem more interesting; they want to be a meaningful place for local residents and newcomers, for   | Plek worden die jonge mensen niet verlaten<br>Betekenisvol voor lokale residenten, nieuwkomers, bedrijven en kunst en cultuur zijn<br>Plek worden waar mensen samenkomen  |

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| <p>businesses, and for the arts and culture. A place in which people can come together and where there is room for both tradition and experimentation. A place with a distinct identity, with culture as the means by which we create and support that identity.</p>   | <p>Ruimte voor traditie en experiment bieden<br/>Plek worden met onderscheidende identiteit<br/>Cultuur als middel om onderscheidende identiteit te creëren en ondersteunen</p>  |
| <p>The candidacy of Maastricht and the Euregio Meuse-Rhine for European Capital of Culture 2018 is creating a movement that uses the arts and culture to connect people, institutions and businesses across borders and inspire them to take on new challenges. That is possible if we seek out the added value of social, cultural and economic diversity in this region and grasp the opportunities created through the synergy of diversity. Within that approach, we are developing common narratives that will give the region real meaning – a soul – in the eyes of its citizens. They will then feel more engaged with the region, appreciate it for what it is, and take advantage of the opportunities that it offers them, thereby setting an example from which all of Europe can learn.</p> | <p>Kandidaatstelling creëert beweging waarin kunst en cultuur worden gebruikt om mensen, bedrijven en instituten grensoverschrijdend te verbinden en te inspireren<br/>Op zoek gaan naar toegevoegde waarde van diversiteit in de regio<br/>Mogelijkheden van synergie door diversiteit benutten<br/>Regio betekenis en een ziel geven in de ogen van de inwoners<br/>Betrokkenheid en waardering van de regio bij de inwoners<br/>Voorbeeld stellen voor Europa</p> |
| <p>Europe is in crisis, but it has a buried treasure in cultural diversity, which must be re-examined.</p>   | <p>Europa in crisis<br/>Begraven schat van Europa is culturele diversiteit<br/>Culturele diversiteit moet heronderzocht worden</p>   |
| <p>Maastricht and the Euregio want to use the title of European Capital of Culture 2018 to inspire people to support the European project. We can do that in many different ways, for example by creating space for new types of ideas and activities, developing plans and agendas for new initiatives, or exploring new ways of living together in urban and cross-border regions. We can also set up a close network of artistic and intellectual connections, or create a cross-border linguistic and visual space. That will give rise to a dynamic cultural laboratory that can serve as a model for tomorrow's Europe.</p>  | <p>Mensen inspireren Europa te steunen<br/>Ruimte creëren voor nieuwe ideeën en activiteiten<br/>Plannen en agenda's ontwikkelen voor nieuwe initiatieven<br/>Nieuwe manieren van samenleven in steden en grensregio's exploreren<br/>Netwerk van artistieke en intellectuele connecties opzetten<br/>Grensoverschrijdende taalkundige en visuele ruimte<br/>Dynamisch cultureel laboratorium<br/>Model voor het Europa van morgen</p>                               |

## Bijlage D: Maastricht – Legitimering - Thematisch coderen

### Thema 1:

### Europa is gebaad bij Maastricht als Culturele Hoofdstad

#### *Europa moet herzien worden*

[Europeanen ervaren geen Europese gemeenschap of eenheid] [Wantrouwen tussen Noord en Zuid Europa] [Europese identiteit in gevaar] [EU is slachtoffer van wantrouwen] [Europese geest en enthousiasme vervaagt] [Europese crisis] [Er is behoefte aan experiment met culturele diversiteit, bewustzijn en interactie tussen burgers, grensoverschrijdende netwerken en een nadruk op relatie stad en landschap] [Nieuwe benaderingen nodig] [Grensoverschrijdende samenwerking en grensoverschrijdend cultureel ondernemerschap en het verkennen van nieuwe doelgroepen is noodzakelijk] [Levensvatbaarheid Europa staat op het spel] [Europa moet herzien worden]

#### *Maastricht en Euregio als motor voor herzien Europa*

[Resultaten presenteren als voorbeeld aan Europa] [Model voor het Europa van morgen] [Aanbod aan Nederland en Europa] [Euregio was al eerder belangrijk voor Europa] [Maastricht's locatie in de Euregio biedt mogelijkheden tot herzien Europa] [De regio is een ideaal testgebied voor toekomst Europa] [Euregio als multicultureel laboratorium] [Euregio heeft eeuwenlange ervaring met grensoverschrijdende uitwisseling] [Euregio biedt de mogelijkheid te experimenteren met nieuwe benaderingen] [Euregio is de motor van het nieuwe 'Europa van burgers'] [Inspirerend voorbeeld voor Europa stellen] [Maastricht en Euregio 2018 dagen uit mee te bouwen aan een nieuw Europa door kunst en cultuur] [Kans voor verloren hoofdstuk cultuur van Verdrag Maastricht] [Europa's kracht ligt in haar fragmentatie en diversiteit] [Europa betekenisvol maken] [Verkwikkende bijdrage aan Europese civilisatie leveren] [Het leven van Europa realiteit maken] [Fundamentele verandering in de manier waarop Europa in 2020 functioneert] [Titel biedt kans de menselijke kant van Europa te laten zien] [Mensen inspireren Europa te steunen] [Titel geeft Europa kans op positieve lange termijn veranderingen in kunst en cultuur, economie, arbeidsmarkt, kennis generatie en deling, toerisme, openbaar vervoer en mobiliteit] [Missing link in Europees beleid bieden] [Programma sluit aan bij Europees beleid] [Visie van Maastricht is in lijn met Europees beleid]

#### *Communicatie*

[Verandering brengen in communicatie tussen Europa en burgers] [Communicatie op Europese agenda plaatsen] [Communicatie bevorderen] [Nieuwe vorm van communicatie die gelinkt is aan het dagelijks leven] [Nieuwe vorm van communiceren die vitaal is voor Europees beleid] [Warme dialoog tot stand brengen] [Mensen in de Euregio als belangrijkste communicatiekanaal naar de bezoekers toe]

#### *Europeanen verbinden*

[Maastricht legt verbindingen tussen Europese burgers doormiddel van cultuur] [Mentale grenzen doorbreken] [Mentale grenzen tussen culturen ontmantelen] [Verbindingen, gezamenlijke geschiedenis, dagelijks leven, culturele diversiteit, en diep gewortelde gedeelde waarden van Europeanen laten zien] [Mogelijkheden van fragmentatie en tegenstelling benutten om een gemeenschappelijke identiteit te creëren] [Kandidaatstelling creëert beweging waarin kunst en cultuur worden gebruikt om mensen, bedrijven en instituten grensoverschrijdend te verbinden en te inspireren] [Europa onderdeel van dagelijks leven maken] [Nieuwe manieren van samenleven in steden en grensregio's exploreren] [Mogelijkheid bieden vaardigheden te ontwikkelen] [Burgers uitnodigen mee te bouwen] [Participatie bevorderen] [Europa laten leven] [Link naar dagelijkse realiteit belangrijk] [Euregio heeft potentie om voorbeeld te worden voor Europese integratie in het leven en bewustzijn van



Europeanen en om de Europese identiteit van toegevoegde waarde te maken] [Het verloren cultuurhoofdstuk van Verdrag Maastricht voorzien van nieuwe Europese identiteit gebaseerd op culturele diversiteit]

#### *Culturele diversiteit*

[Culturele diversiteit en grensoverschrijdende samenwerking] [Cultuur vieren] [Kracht en variëteit van Nederlandse cultuur benadrukken] [Culturele diversiteit onderdeel van dagelijks leven maken] [Beeld oproepen dat toegevoegde waarde culturele diversiteit illustreert] [Op zoek gaan naar toegevoegde waarde van diversiteit in de regio] [Mogelijkheden van synergie door diversiteit benutten] [Multiculturalisme exploiteren] [Kandidatuur biedt mogelijkheid competenties te ontwikkelen om om te gaan met culturele diversiteit]

#### *Generatie Maastricht*

[Generatie Maastricht gezicht van Maastricht & Euregio 2018] [Generatie Maastricht als vaandeldrager] [Generatie Maastricht staat onder druk en heeft twijfels over de toekomst van Europa] [Jonge Europeanen hebben de taak Europa een innovatieve concurrentiepositie te geven in de nieuwe wereldeconomie] [Talent, creativiteit, energie en enthousiasme van jonge mensen mag niet verloren gaan] [Kandidatuur biedt Generatie Maastricht de mogelijkheid hun talent en energie te benutten] [Ruimte creëren voor Generatie Maastricht en talentontwikkeling] [Empowering Generatie Maastricht] [Maastricht heeft de verplichting aan de jongere generatie om bij te dragen aan dichten generatiekloof en nieuwe vaardigheden aan te bieden die kansen op arbeidsmarkt vergroten] [Kandidatuur staat voor nieuwe mogelijkheden grijpen binnen Europa] [Meertaligheid en multiculturalisme als radicaal grensoverschrijdend experiment om jongerenwerkeloosheid tegen te gaan]

## **Thema 2:**

### **Maastricht heeft de titel nodig**

#### *Stedelijke ontwikkeling*

[Boost voor structurele en grensoverschrijdende ontwikkelingen in kunst en cultuur, infrastructuur en economie] [Boost voor stedelijke en Euregiole transformatie] [Toekomst Maastricht en Euregio schetsen] [Kans van groot belang] [Europa en Euregio staan op cruciaal punt in hun ontwikkeling] [De titel is een noodzaak] [Titel maakt het mogelijk deuren te openen naar rest van de wereld] [Grenzen stad en regio opengooien] [Unieke kans] [Culturele, sociale en Euregiole ontwikkeling] [Festival geeft aanleiding tot duurzame en noodzakelijke impuls aan transitie van de stad en regio van industrieel centrum naar kennisstad waar het aantrekkelijk leven is] [Festival faciliteert werving van buitenlandse kenniswerkers voor de brainports] [Titel is een gouden kans en broodnodige boost] [Enorme en blijvend effect op toerisme en toeristische infrastructuur] [Titel is enorme katalysator voor de toekomst van de Euregio] [Euregioaal partnerschap] [Solide economische, culturele en politieke integratie in Euregio] [Beter netwerk] [Steden en platteland duidelijk gedefinieerde taken] [Door de titel bereiken wat de regio zo dringend nodig heeft] [Plek worden die jonge mensen niet verlaten]

#### *Identiteit*

[Lokale residenten en bezoekers ervaren de Euregio als een identiteit] [Op innovatieve wijze een frisse nieuwe identiteit op internationaal niveau bewerkstelligen] [Plek worden met onderscheidende identiteit] [Cultuur als middel om onderscheidende identiteit te creëren en ondersteunen] [Regio betekenis en een ziel geven in de ogen van de inwoners] [Betekenisvol voor lokale residenten, nieuwkomers, bedrijven en kunst en cultuur zijn] [Betrokkenheid en waardering van de regio bij de inwoners]

#### *Culturele sector en creatieve industrie*

[Cultuur is hard geraakt in de regio's][Titel biedt tegengewicht aan de klap van de bezuinigingen][Blijvende contacten en samenwerking tussen culturele identiteiten][Potentie creatieve industrie van Euregio wordt onvoldoende benut][Creatieve industrie moet gepromoot en uitgebreid worden in de Euregio] [Titel kan de creatieve industrie ondersteunen en verbinden aan Europese netwerken][Titel is noodzakelijke katalysator om kunst en cultuur te verbinden aan economie] [Prioriteit en stimulans voor creatieve industrie] [Meer werkgelegenheid op lange termijn in de creatieve industrie] [Titel maakt het mogelijk kunst en cultuur te positioneren] [Kunst en cultuur gebruiken om een nieuwe toekomst te construeren voor stad en regio] [Steden in de Euregio worden aantrekkelijk voor de creatieve industrie]

### **Thema 3: Maastricht is titelwaardig**

#### *Onderscheidend*

[Kandidaatstelling onderscheidt zich van de andere Nederlandse kandidaten] [Euregio als uniek *selling point*] [Maastricht is de meest Europese stad van Nederland]

#### *Maatschappelijke relevantie*

[Focus op authentieke en voor de regio relevante onderwerpen] [Universiteiten onderzoeken sociologische en sociaal kritische aspecten van Culturele Hoofdstad]

#### *Verantwoordelijkheidsgevoel*

[Maastricht voelt zich verantwoordelijk voor Europa vanwege het Verdrag van Maastricht] [Maastricht heeft de verplichting aan de jongere generatie om bij te dragen aan dichten generatiekloof en nieuwe vaardigheden aan te bieden die kansen op arbeidsmarkt vergroten] [Kans voor verloren hoofdstuk cultuur van Verdrag Maastricht] [Euregio was al eerder belangrijk voor Europa] [Maastricht is de meest Europese stad van Nederland] [Europa in miniatuur] [Europese crisis heeft bovengemiddeld effect op Maastricht] [Europa bestaat en kan gevonden worden in de Euregio]

#### *Vergelijking met andere Culturele Hoofdsteden*

[Maastricht & Euregio 2018 wil zich vergelijken met Lille (2004), Liverpool (2008) en Essen (2010)] [Andere Culturele Hoofdsteden hebben al eerder de creatieve industrie als prioriteit gesteld] [Maastricht & Euregio 2018 wil niet vergeleken worden met Istanbul (2010), Pécs (2010), Tallinn (2011) en Maribor (2012) vanwege hun incidentele programmering, eenzijdige focus en jong EU lidmaatschap] [Net als Lille, Liverpool en Essen de regio betrekken en een lange termijn impact genereren] [Net als Lille, Liverpool en Essen de regio als uniek *selling point* gebruiken] [Essen heeft zich door de titel gepromoot als een stad die getransformeerd is van industrie stad naar een nieuwe en onderscheidende toeristische bestemming] [Titel was boost voor Liverpool's reputatie als toeristische bestemming] [Liverpool's imago is door de titel permanent verbeterd naar dat van een stad van wereldklasse] [Lille heeft zich ontwikkelt van voormalige mijn- en textielregio naar modern commercieel-financieel centrum]

## Bijlage E: Eindhoven – Profilering - Open coderen

| Tekstfragment   | Code   |
|---|--|
| Eindhoven is a model for a new Europe. In our city you can already see the contours of the Europe of the coming decades.  | Model voor nieuw Europa  |
| With its network society, smart economy based on knowledge and open innovation and its culture of collaboration, Eindhoven is a groundbreaking and trend-setting city.  | Netwerksamenleving<br>Kenniseconomie<br>Open innovatie<br>Samenwerking<br>Baanbrekend<br>Trendsettend  |
| Eindhoven has always been a European city. Its history is rooted in that of Europe. The Middle Ages with its endless series of conflicts, the Enlightenment, the industrial revolution, the deep economic crisis of the 1930s, the Second World War – each era has left its mark but also contributed in its own way to Eindhoven’s emancipation as a bold, contemporary city of technological, economic, cultural and social innovation. World War Two left Eindhoven as one of the most devastated cities in the Netherlands. Two great bombardments robbed it of its heart. Post-war reconstruction ushered in a new period of prosperity. But harsh years were to follow in the 1980s and 90s. Philips, which in Eindhoven had grown to become the Netherlands’ largest private sector employer, began to follow the example of other industries and shift production to countries where labour costs were lower. This move cost many people in and around the city their jobs. Even harder blows fell in the early 1990s. Philips’ restructuring programme Operation Centurion and the decline of DAF Trucks shook Eindhoven to its foundations. But once again we showed resilience and determination. In response we produced the ‘new economy’ with which Eindhoven entered the 21st century as a frontrunner among European regions. | Europese stad<br>Gedurfd<br>Geëmancipeerd<br>Hedendaags<br>Technologische, economische, culturele, sociale innovatie<br>Industrieel verleden<br>Philips<br>DAF Trucks<br>Veerkracht<br>Vastberadenheid<br>Voorloper in nieuwe economie |
| Cutting-edge technology, design, light: Eindhoven and the region are working on innovations to tackle the issues facing the society of the future. Thanks to Brainport region Eindhoven, smart solutions for health, mobility and energy are within our grasp.  | Technologie<br>Design<br>Licht<br>Innovatie<br>Brainport<br>Gespecialiseerd in gezondheidszorg, mobiliteit en energie<br>Komt met oplossingen<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme)                                 |
| This is a fantastic achievement, yet one that often elicits no more than a laconic shrug from the people  | Laconiek<br>Trots en zelfverzekerdheid   |

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| of Eindhoven. In fact we should be extremely proud of all that we have accomplished over the past two decades. I believe 2018 Eindhoven Brabant will give a fresh impulse to the sense of pride and self-confidence in our city. So its people will recognise their home more clearly as the forceful, cosmopolitan and international city it has become.  | ontbreekt<br>Krachtig<br>Kosmopolitisch<br>Internationaal   |
| The secret of this success has been dubbed the 'Eindhoven Model'. It is a formula based on two principles. One of them is 'open innovation', whereby companies in the region exchange knowhow to come up with better products and services. The other is the 'Triple Helix', the network linking academia, industry and government. Thanks to this unique form of collaboration, Eindhoven has grown to become a world player in practically applying the combination of knowledge, expertise and business acumen. | Eindhoven model<br>Open innovatie<br>Triple Helix: samenwerking tussen industrie, wetenschap en overheid<br>Samenwerking<br>Wereldspeler in toepassing van combinatie kennis, expertise en zakelijk inzicht<br><br>(Coërcief isomorfisme) |
| The culture of collaboration extends to the entire Brabant 'network metropolis' which, actively supported by the province, we have succeeded in creating together over the past years.   | Samenwerking<br>Netwerk- metropool  |
| We are offering Eindhoven and the region as a complete biotope, 'a mosaic metropolis' as an ideal testing ground for the future network city.  | Biotoop<br>Mozaïek-Metropool<br>Testgebied voor de toekomstige netwerkstad  |
| The experimental city  | Experimenteel   |
| We will provide a location that has exploration, innovation and collaboration in its genes: Eindhoven. A city that has always offered space to pioneers. As a garden for experimentation to work on a new cultural, humane and spiritual society. A 'Proeftuin' for Europe   | Exploratie<br>Innovatie<br>Samenwerking<br>Verschaft ruimte aan pioniers<br>Experimenteren<br>Proeftuin voor Europa   |
| Eindhoven is a magnet for creative minds. It is a young city with physical and mental space. It is not hampered by inalterable public space or cultural values set fast by tradition.  | Magneet voor creatieve geesten<br>Jong<br>Mentale en fysieke ruimte<br>Niet-traditioneel<br><br>(Normatief isomorfisme)   |
| The city's history has produced a pioneer spirit. In the 19 <sup>th</sup> century the farmers of the province of Brabant could not survive without creativity and cooperation. Then electronics giant Philips gave brilliant brains the freedom to develop new ideas at Strijp-S, the vast railside industrial area close to the heart of the city.  | Pioniersgeest<br>Creativiteit<br>Samenwerking<br>Elektronica<br>Philips<br>Industrieel  |
| This set the tone for the region and created the basis for an interdisciplinary way of working which has gained international fame as the Triple Helix model. The concept originated from the collaboration between university, industry and government. But the Triple Helix is now ripe for renewal. Philips has gone from Strijp-S leaving an empty space behind.   | Interdisciplinaire manier van werken<br>Triple Helix<br>Rijp voor vernieuwing   |

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| <p>Eindhoven has proved in the past it can work its way out of an economic crisis. But given the challenges Europe is now facing, even for Eindhoven there is no guarantee of success. How can we ensure that Eindhoven, as a former industrial city with the associated problems, does not become post-industrial wasteland? How can uglyduckling Eindhoven go on developing as a network city – international but firmly rooted in its own region?</p>   | <p>Veerkrachtig<br/>Postindustrieel<br/>Postindustriële problemen<br/>Netwerkstad<br/>Internationaal<br/>Regionaal<br/>Uglyduckling</p>   |
| <p>Networks are the new spaces in which we operate. Eindhoven is also a node in networks of regional and European partners. The network society is our habitat. We have begun with our own region, in which Eindhoven is linking up with 's-Hertogenbosch, Tilburg, Breda and Helmond. Together the cities form a complete biotope, a 'mosaic metropolis' in which different areas of expertise are represented. Where present, past and future meet, where arts and sciences come together, where nature and engineering are in constant contact.</p> | <p>Node in een regionaal en Europees netwerk<br/>Netwerksamenleving is Eindhoven's habitat<br/>Regionale samenwerking<br/>Biotoop<br/>Mozaïek-Metropool<br/>Kunst en wetenschap<br/>Natuur en technologie</p> |
| <p>We have Breda's visual culture, 's-Hertogenbosch's cultural history, Tilburg's social innovation, Helmond's innovative technical history, Eindhoven's pioneering mentality and the countryside that connects the cities.</p>  | <p>Pioniersgeest<br/>Regio</p>  |
| <p>Art and culture in the 'Proeftuin ' for Europe</p>  | <p>Proeftuin</p>  |
| <p>In the mosaic metropolis in 2018, we want to receive the visitors and participants in the most exciting locations. The epicentre will be Strijp-S, the site of the most important Proeftuin projects. The former inner-city industrial area will be buzzing with life, activity and creativity. From the hub of Strijp-S, visitors will be able to put together their own programme by visiting the railside zones of other cities in the province, where they will equally be able to take part in Proeftuin projects and see their results.</p>   | <p>Mozaïek-Metropool<br/>Postindustrieel<br/>Buzzing<br/>Levend<br/>Creativiteit<br/>Oude spoorwegen<br/><br/>(Normatief isomorfisme)<br/>(Coërcief isomorfisme)</p>  |
| <p>Eindhoven will be contributing the combination of art and technology, with the emphasis on new media, design and urban culture. Helmond's strength lies in its industrial heritage and technological innovation, for example in the automotive sector. Breda and 's-Hertogenbosch will contribute their historic city centres, and at the same time Breda specialises in innovation and visual culture. 's-Hertogenbosch also has an innovative food sector.</p>  | <p>Kunst en technologie<br/>Nieuwe media<br/>Design<br/>Urban culture</p>   |
| <p>The margins between city and countryside in the province, where urban flows into rural, can also help make the connection between technology and tradition, with large-scale heritage complexes and a strong amateur arts sector. The province has dubbed such areas <i>stadteland</i>, or 'cityside', a cross between</p>  | <p>Stad en platteland<br/>Provincie<br/>Verbinding technologie en traditie<br/>Erfgoed<br/>Amateurkunst</p>   |

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| city and countryside.  |   |
| Eindhoven faces social challenges comparable to those of many other European cities, such as unemployment (also among young people), lack of social contact and multicultural tensions, which lead to problems in underprivileged neighbourhoods.  | Sociale problemen<br>Vergelijkbaar met andere Europese steden   |
| The experimental city – who we are   | Experimenteel   |
| Welcome to Eindhoven, the city of pioneers, inventors and designers – the city of experimentation. The uglyduckling city, where the energy and the mentality of creative processes lies hidden beneath the surface. Where does it come from, this urge to innovate, to turn over new ground and push things to the limits?   | Stad van uitvinders, pioniers en designers<br>Experimenteel<br>Uglyduckling<br>Creatieve mentaliteit en energie<br>Verborgen<br>Innovatief<br>Baanbrekend en grensverleggend<br><br>(Normatief isomorfisme) |
| The character of the people of Eindhoven has largely been formed by the poor sandy soil the city is built on. It is an area with no fertile agricultural land, no raw materials, no sea, no major rivers – an environment that obliges its inhabitants to be creative. Just to get by, they have had no choice but to work together and experiment, to seek out contradictions instead of avoiding them. And they keep on doing so to this day.  | Karakter gevormd door afwezigheid vruchtbare grond<br>Creatief<br>Samenwerken<br>Experimenteren<br>Tegenstellingen opzoekend  |
| Philips' success was founded on an unconventional marriage between technical and creative people. It was in Eindhoven that the company grew to be one of the world's best-known electronics firms. The coming of a Philips electric light bulb factory at the end of the 19th century set a lot in motion in Eindhoven   | Technologie en creativiteit<br>Elektronica<br>Philips   |
| But the city's history goes back a long way. Eindhoven was granted city rights in 1232. In the 19th century it grew steadily, partly due to the rise of the leather and textile industries, drawn by a supply of cheap skilled labour. Philips made Eindhoven into a modern city and brought the world to its doorstep. In the 1970s, US employees brought with them the music and style of what we today call 'urban culture'. From the 1960s onwards, Philips and other companies actively recruited new employees from countries around the Mediterranean ranging from Spain to Turkey. They helped build up the city, and today many of them, and their children and grandchildren, still live in Brabant. | Philips<br>Amerikaanse invloed<br>Urban culture<br>Industrie<br>Multiculturalisme   |
| Eindhoven has been flattened on more than one occasion in history. Physically, by the bombing of World War II. And mentally, by the tough confrontation with globalization in the early 1990s when key parts of Philips left the city and a third of all jobs were lost. It was a great shock at the time,   | Veerkracht<br>Ondernemend<br>Ruimte<br>Durvend<br>Kennis<br>Technische vaardigheden   |

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| <p>but with hindsight Philips' departure was an opportunity. 'It made Eindhoven resilient,' says Mayor Rob van Gijzel. The city was left orphaned, but the people who were left behind became enterprising. They gained more space to think, became more daring, were given the chance to exploit their knowledge, engineering skills and imagination to the full.</p>   | <p>Verbeelding</p>  |
| <p>Eindhoven has reinvented itself in the past 15 years. Government, business and knowledge institutions put their heads together and got to work, aided by a strong tradition of social networks in the region. This successful model of collaboration, which has come to be known as the Triple Helix, is now being copied in many other knowledge-rich areas, both in the Netherlands and beyond.</p>   | <p>Heruitvinden<br/>Samenwerking<br/>Sterke traditie van sociale netwerken<br/>Voorbeeldfunctie voor kennis-rijke regio's</p>   |
| <p>Eindhoven is like a magnet for inventors, researchers and artists – for people in the business of innovation. The city is a breeding ground for talent because it offers unexplored territory, and there is space, both physically and mentally. The city's main strength is its mentality: an attitude of experiment and daring.</p>   | <p>Magneet voor uitvinders, onderzoekers en kunstenaars<br/>Innovatie<br/>Broedplaats voor talent<br/>Biedt onontdekt terrein<br/>Biedt mentale en psychische ruimte<br/>Experimentele en gedurfde mentaliteit</p> <p>(Normatief isomorfisme)<br/>(Coërcief isomorfisme)</p>        |
| <p>It is the mentality that has produced Dutch Design Week, Europe's biggest design event. And festival STRP, equally one of the biggest art and technology festivals in Europe.</p>   | <p>Festivals<br/>Design<br/>Kunst en technologie</p>  |
| <p>Strijp-S is a huge former Philips plant close to the city centre which is now being redeveloped. It is perhaps the best example of the city's potential. Every sector and skill is welcome there to take on the challenges of our times on the basis of open innovation. The concentration of open minds and passionate pioneers makes the energy coupled with the inexhaustible urge to experiment more palpable than ever. The slogan in large letters on the wall of the NatLab building, the famous former Philips lab, is a quote from Einstein: "Imagination is more important than knowledge."</p> | <p>Postindustriëel<br/>Herontwikkeling<br/>Heeft potentieel<br/>Multi-sectorale samenwerking<br/>Open innovatie<br/>Open geesten<br/>Pioniers<br/>Gepassioneerd<br/>Energie<br/>Drang naar experiment<br/>Verbeelding</p> <p>(Normatief isomorfisme)<br/>(Coërcief isomorfisme)</p> |
| <p>Despite the economic successes of recent years, let's face it, Eindhoven hasn't entirely got the identity and image to match its ambitions as a network city of the future. A city's physical environment is a major factor in determining its identity, in the way it is perceived by residents and visitors. Eindhoven is young and modern, typical of many new cities in urbanised areas of Europe, without natural resources or a strategic location. Eindhoven is a bold</p>   | <p>Verkeerd imago<br/>Netwerkstad van de toekomst<br/>Openbare ruimte is niet aantrekkelijk en laat de identiteit van de stad niet goed zien<br/>Jong<br/>Modern<br/>Vergelijkbaar met andere Europese steden</p>   |

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| and feisty city, but you have to go out of your way to find that out. There are few historical monuments and the public space doesn't really reflect the fact that Eindhoven is such a city of design and innovation. The culture is too well-hidden.   | Geen natuurlijke grondstoffen<br>Geen strategische locatie<br>Gedurfd en pittig<br>Je moet je best doen het te ontdekken<br>Geen monumenten<br>Design<br>Innovatie  |
| Like other European cities, Eindhoven has its underprivileged neighbourhoods. These areas in particular suffer problems that have only deepened with the current economic crisis, problems such as unemployment (especially among young people), poverty and limited social interaction. And in some areas there are problems associated with prostitution, drug dealing and personal safety. | Vergelijkbaar met andere Europese steden<br>Achterstandswijken<br>Sociale problemen<br>(Jeugd)werkloosheid<br>Armoede<br>Beperkte sociale interactie<br>Prostitutie<br>Drugs dealen<br>Onveilig<br>Economische crisis |
| Until the 1990s Eindhoven was the home base of electronics multinational Philips. The city is also known for its Design Academy, one of the top schools of design in the world. And for football club PSV, winner of the 1988 UEFA cup and many a national championship.  | Philips<br>Design academie<br>PSV   |
| Eindhoven is not only the greenest of the five largest cities and towns in Brabant, it is also the greenest of the five largest cities in the Netherlands. About a third of all public space in Eindhoven is open green space, with an area equivalent to almost 100m <sup>2</sup> for every household.   | Groene stad   |
| Strijp-S used to be a vast Philips plant and the company's headquarters, close to the city centre. It was home to a fertile marriage between engineering and creativity, the place where inventions such as the cassette tape and the CD came into the world. Now the site is becoming one of the most exciting centres for the arts and creative industries in the Netherlands.              | Postindustrieel<br>Technologie en creativiteit<br>Een van de meest opwindende centra voor kunst en creatieve industrie van Nederland<br>Strijp-S<br>Philips<br>Uitvindingen<br><br>(Normatief isomorfisme)            |
| Brainport, a successful public-private cooperation region, is among the top three in Europe in terms of patent density. Each year it produces more than half the patent applications in the Netherlands   | Brainport<br>Publiek-privaat samenwerking<br>Europese top 3 hoeveelheid patent aanvragen<br>Uitvindingen  |
| If you look at the region's contribution to Gross National Product, Brabant is the Netherlands' second-largest economic region.   | Tweede economie van Nederland   |
| Famous companies have their headquarters in Eindhoven and the region: Philips, truck manufacturer DAF, Sat Nav company TomTom, and  | Philips<br>DAF trucks<br>TomTom   |



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| the world's biggest supplier of machines to the microchip industry, ASML.  | ASML<br>Beroemde bedrijven   |
| The region has world-renowned knowledge organisations and higher education institutions: Eindhoven University of Technology, Design Academy Eindhoven, TNO (Netherlands Organisation for Applied Scientific Research), and Tilburg University, Fontys University of Applied Sciences in Tilburg, the Academy for Fine Art and Design/St Joost in 's-Hertogenbosch and Breda, and the National University of Applied Sciences for Tourism and Transport in Breda  | Wereldberoemde kennisinstellingen<br>Universiteiten  |
| Eindhoven was named European City of the Future in 2010 by leading business news daily the Financial Times.  | In 2010 benoemd tot 'Stad van de toekomst'   |
| Smartest region in the world   | Slimste regio ter wereld   |
| "Few were surprised when the envelope was opened and Eindhoven, the Netherlands, was named as the Intelligent Community (Smartest Region) of 2011. Eindhoven's focus on creativity was essential to its success. Intuition, followed by engineering, are the hammer and chisel of the modern masterpiece. I believe that many communities are intimidated by this cultural endeavour. Not Eindhoven. What made this community so special in 2011 was its comfort with contradictions. It understood that creativity requires a step into the unknown. Eindhoven's faith in the power of culture and its inherent creativity will continue to inspire our movement for a very long time." | In 2011 benoemd tot 'Slimste regio ter wereld'<br>Creativiteit<br>Intelligentie<br>Intuïtie<br>Technologie<br>Gedurfd<br>Comfortabel met tegenstellingen<br>Stap in het onbekende<br>Vertrouwen in kracht van cultuur<br>Inspirerend |
| Eindhoven geeks are in   | Nerdy  |
| Writer Dirk van Weelden: "In popular culture over the past ten years, quiet, studious, technically clever types, 'geeks', have been emancipated from laughing stocks to role models, and yes, sometimes heroes. Thus the once so modest, introverted, nerdy city of Eindhoven is blossoming into a lively meeting place for people from all corners of the world who combine research and creative innovation with a desire to exchange, make contact and mingle with other cultures."   | Bescheiden<br>Introvert<br>Nerdy<br>Opbloeiend<br>Levendige ontmoetingsplaats<br>Internationaal<br>Research<br>Creatieve innovatie<br>Uitwisseling<br><br>(Normatief isomorfisme)  |
| The 'New Dutch Masters' of the Design Academy Apart from Philips, the High Tech Campus and football club PSV, the Design Academy is one of Eindhoven's strongest international brands. It is no coincidence, because design is by nature the discipline that brings together art, technology and craftsmanship.  | Design<br>Industrie<br>Technologie<br>Sport<br>Kunst<br>Vakmanschap  |
| We have the physical space for this experimentation. At Strijp-S, the former Philips industrial site, the city is developing a new creative heart, buzzing with creativity and talent. With a focus on new media,  | Fysieke ruimte<br>Experimentatie<br>Postindustriële<br>Buzzing   |

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| design and cross-pollination between art and technology.  | Creativiteit<br>Talent<br>Nieuwe media<br>Design<br>Kunst en technologie<br><br>(Normatief isomorfisme)  |
| We also have the mental space. In the Triple Helix model we have already rehearsed new forms of collaboration aimed at producing innovation and renewal.  | Mentale ruimte<br>Nieuwe vormen van samenwerking<br>Innovatie<br>Vernieuwing   |
| We are open to new impulses, and unafraid to make mistakes and adjust our outlook. A society ready to take on the future needs the right balance between people, environment and economy. This is why we are also sharply focusing our programme on sustainability, and why we are so fervent about our energy and climate ambitions. Inspiring sustainable technological developments as well as raising public awareness are the preconditions for many projects in our 2018 programme.     | Open voor nieuwe impulsen<br>Niet bang fouten te maken<br>Klaar voor de toekomst<br>Balans tussen mensen, omgeving en economie<br>Duurzaamheid<br>Groene ambities                          |
| How should we in Brabant – a region of farmers, green cities and technology – and in Europe deal with this new situation? How can we find new reference points?   | Regio<br>Boeren<br>Groene steden<br>Technologie  |
| In Eindhoven there's freedom, because people aren't trapped in compartmentalized processes.   | Vrijheid<br>Geen eilandjescultuur  |
| Appendix A1: 2018Eindhoven Brabant: cultural city   | Culturele stad   |
| Eindhoven is home to one of the Netherlands' most important museums of modern art, the magnificent Muziekgebouw concert hall, and STRP festival, one of Europe's largest and most cutting-edge festivals of art and technology. To mount 2018Eindhoven Brabant, Eindhoven is working together with four other cities to provide the most broad and solid cultural basis for our ambitious programme. There are more visual artists living and working here than anywhere else in the country. | Museums<br>Muziekgebouw<br>Festivals<br>Kunst en technologie<br>Solide culturele basis<br>Nergens wonen en werken meer visuele kunstenaars dan in Eindhoven<br><br>(Normatief isomorfisme) |
| Festivals: innovation and dynamism<br>Brabant is widely seen as the Netherlands's festival province.  | Brabant is festival-provincie van Nederland<br><br>(Normatief isomorfisme)   |
| Venues : the biggest theatre in the Netherlands<br>Pretty much every major city in Brabant has a pop venue, a theatre, a concert hall and an art house cinema.  | Brabant heeft vele podia<br><br>(Normatief isomorfisme)  |
| Heritage : from factories to cathedrals   | Industrieel erfgoed<br>Religieus erfgoed   |
| The environment is a major priority in our region. Since 2011 ecological sustainability has been one of Eindhoven City Council's key focuses.   | Duurzaamheid   |

## Bijlage F: Eindhoven – Profilering – Thematisch coderen

### **Thema 1:**

#### **Experimentele en creatieve kennis- en technologiestad**

##### *Experimenteel*

[Baanbrekend] [Trendsetend] [Gedurfd] [Hedendaags] [Experimenteel] [Exploreren] [Pioniersgeest] [Proeftuin] [Niet-traditioneel] [Mentale en fysieke ruimte] [Biotoop] [Buzzing] [Stad van uitvinders, pioniers en designers] [Grensverleggend] [Tegenstellingen opzoekend] [Open geesten] [Uitvindingen] [Jong] [Biedt onontdekt terrein] [Stap in het onbekende] [Niet bang fouten te maken] [Open voor nieuwe impulsen] [Krachtig] [Vrijheid]

##### *Creatief*

[Design] [Creativiteit] [Creatieve mentaliteit en energie] [Inspirerend] [Magneet voor creatievelingen] [Broedplaats voor talent] [Nieuwe media] [Verbeelding]

##### *Technologie, kennis en innovatie*

[Kennis] [Innovatie] [Technologie] [Brainport] [Licht] [Kunst en wetenschap] [Natuur en technologie] [Nerdy] [Wereldberoemde kennisinstututen] [Universiteiten] [In 2011 benoemd tot Slimste Regio ter Wereld] [Intelligentie] [Research] [Komt met oplossingen] [Kunst en technologie] [Technische vaardigheden] [Voorbeeldfunctie voor kennis-rijke regio's]

### **Thema 2:**

#### **Samenwerkende netwerkstad**

##### *Samenwerking*

[Samenwerking] [Triple Helix] [Interdisciplinaire manier van werken] [Multi-sectorale samenwerking] [Multiculturele samenwerking] [Open innovatie] [Geen eilandjescultuur]

##### *Netwerkstad*

[Netwerk-metropool] [Node in een regionaal en Europees netwerk] [Netwerk-samenleving is Eindhoven's habitat] [Netwerkstad van de toekomst] [Hedendaags] [In 2010 benoemd tot Stad van de Toekomst] [Model voor toekomst Europa]

##### *Metropool*

[Mozaïek-metropool] [Kosmopolitisch] [Internationaal]

### **Thema 3:**

#### **Postindustriële stad**

##### *Postindustriële*

[Postindustriële] [Philips] [DAF] [Oude spoorwegen] [Vakmanschap] [Technische vaardigheden]

##### *Heruitvinden*

[Veerkracht] [Vastberadenheid] [Voorloper in nieuwe economie] [Hedendaags] [Rijp voor vernieuwing] [Heruitvinden] [Herontwikkeling] [Opbloeiend] [Urban culture] [Heeft potentieel] [Modern] [Geëmancipeerd] [Ondernemend]

*Uglyduckling*

[Crisis] [Uglyduckling] [Verkeerd imago] [Je moet je best doen het te ontdekken] [Geen monumenten] [Openbare ruimte is niet aantrekkelijk en laat de identiteit van de stad niet goed zien]

*Sociale problemen*

[Sociale problemen] [Vergelijkbaar met andere Europese steden] [Werkeloosheid] [Armoede] [Beperkte sociale interactie] [Prostitutie] [Drugs dealen] [Onveilig] [Economische crisis] [Trots en zelfverzekerdheid ontbreekt]

**Thema 4:  
Groene stad**

[Stad en platteland] [Groen] [Duurzaamheid] [Klimaatbewust] [Proeftuin] [Natuur en technologie] [Balans tussen mensen, omgeving en economie] [Groene steden} [Boeren]

## Bijlage G: Eindhoven – Legitimering – Open coderen

| Tekstfragment   | Code  |
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| Eindhoven is a model for a new Europe. In our city you can already see the contours of the Europe of the coming decades.  | Eindhoven is model voor nieuw Europa  |
| 2018Eindhoven Brabant will add an extra European dimension to the culture of the city, but it will also continue a long tradition.  | Titel geeft Europese dimensie aan de stad<br>Titel zet een lange traditie voort   |
| This is a fantastic achievement, yet one that often elicits no more than a laconic shrug from the people of Eindhoven. In fact we should be extremely proud of all that we have accomplished over the past two decades. I believe 2018Eindhoven Brabant will give a fresh impulse to the sense of pride and self-confidence in our city. So its people will recognise their home more clearly as the forceful, cosmopolitan and international city it has become.                     | Titel geeft impuls aan trots en zelfvertrouwen van de stad  |
| We want to embed this collaborative model ever more deeply in our city’s cultural DNA, so that Eindhoven develops an urban society that is of cultural worth in itself, because it is open to every layer of the population. This cultural democratisation will ensure that art and culture are not merely the province of a happy few but come to life among every section of society. Culture by and for everyone: this is what will give the culture of the future its legitimacy! | Samenwerking inbedden in cultureel DNA van de stad<br>Stedelijke samenleving van intrinsieke culturele waarde worden<br>Culturele democratie<br><br>(Normatief isomorfisme) |
| We will therefore increasingly be reshaping Eindhoven’s public space as a venue for high-profile cultural activities, so that culture will be taken virtually for granted as an essential element of everyday life.   | Hervormen van openbare ruimte tot locatie voor <i>high-profile</i> cultuur<br>Cultuur vanzelfsprekend maken in het dagelijks leven  |
| 2018Eindhoven Brabant will boost the momentum of this process.  | Boost<br>Momentum   |
| As European Capital of Culture in 2018 we want to stimulate this innovative mindset.  | Stimuleren innovatieve mentaliteit  |
| 2018Eindhoven Brabant exudes the atmosphere of collaboration. It is a festival of six: Eindhoven is working together with the four cities of Tilburg, Helmond, 's-Hertogenbosch, and Breda, and the province of Brabant – a combination we call Brabant City.   | Samenwerking met BrabantStad  |
| Imagination designs Europe  | Nieuw Europa<br>Toekomst Europa ontwerpen door verbeelding  |
| Our mission<br>To place art and culture structurally and lastingly at the heart of society.   | Structureel en blijvend<br>Cultuur als hart van de samenleving  |
| Europe needs the power of imagination. The continent is creaking at the joints, and we know we need to make some fundamental changes.   | Europa heeft verbeelding nodig<br>Europese crisis<br>Fundamentele veranderingen nodig   |

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| With 2018 Eindhoven Brabant we will use the creative power of art and culture to seek new inspiration and insights for European society.  | Creatieve kracht van kunst en cultuur als nieuwe inspiratie en inzichten voor Europa  |
| We are offering Eindhoven and the region as a complete biotope, 'a mosaic metropolis' as an ideal testing ground for the future network city.   | Eindhoven en de regio aanbieden als biotoop, als testgebied voor toekomstige netwerkstad  |
| At the core of our strategy lies a concept whereby international multidisciplinary teams collaborate on art and culture, with the public and experts acting as co-creators. We call this concept a 'Proeftuin': a 'garden for experimentation'.   | Internationale, , multidisciplinaire samenwerking<br>Co-creatie<br>Proeftuin<br>Experiment  |
| By embedding art and culture more deeply in our thought processes and actions we want to build the capacity of the city and its inhabitants to design their own future.   | Inbedding kunst en cultuur in denken en handelen<br>Bouwen aan capaciteit stad en inwoners<br>Toekomst ontwerpen  |
| We will strengthen the art and culture infrastructure in society and develop a method to work on a positive future for Europe.  | Versterken culturele infrastructuur<br>Methode ontwikkelen om te werken aan een positieve toekomst Europa   |
| We will use this to foster the network city, connect people and practice the art of living together.  | Bevordering netwerkstad<br>Mensen verbinden<br>Samenleven   |
| We need time and space for reflection. Only then can we free ourselves of old mechanisms and obsolete structures, and go in search of fresh connections, solutions and insights. Art and culture in general and the title of European Capital of Culture in particular will enable us to set this process in motion. Only in association with partners in Europe can we begin the transition to a new society.  | Ruimte voor reflectie nodig<br>Bevrijding van oude mechanismen<br>Verbindingen nodig<br>Oplossingen nodig<br>Inzichten nodig<br>Titel zet proces in gang<br>Alleen samen met Europese partners kan de transitie naar een nieuwe samenleving beginnen  |
| The time has come to turn in a new direction. We have put our faith in rationality and intellect, but we are failing to find the necessary solutions.   | Tijd is gekomen om nieuwe richting in te slaan<br>Rationaliteit en intellect falen<br>Nieuwe oplossingen nodig  |
| It can make a key contribution to a new Europe.   | Bijdragen aan nieuw Europa  |
| In practice it is hard to let go of old paradigms, for all the thought and lines of print that have been devoted to the process. It is time to create a place where we can apply new ideas. A place to try out new forms, models, ways of thinking and potential solutions for the future. A place where we can experiment and demonstrate the results. Where we can put thoughts into action, with different disciplines and cultures working together, with partners throughout Europe on the stage of a European Capital of Culture. | Oude paradigma's loslaten<br>Plek voor nieuwe ideeën, vormen, modellen en oplossingen voor de toekomst nodig<br>Plek om te experimenteren en demonstreren nodig<br>Multidisciplinaire en multiculturele samenwerking<br>Samen met Europese partners<br>Culturele Hoofdstad van Europa<br>fungeert als podium<br><br>(Normatief isomorfisme) |
| We will provide a location that has exploration, innovation and collaboration in its genes: Eindhoven. A city that has always offered space to pioneers. As a garden for experimentation to work on a new cultural,   | Locatie verschaffen voor exploratie, innovatie en samenwerking<br>Pionieren<br>Experimenteren   |

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| humane and spiritual society. A 'Proeftuin' for Europe  | Nieuwe culturele, menselijke en spirituele samenleving<br>Proeftuin voor Europa<br><br>(Coërcief isomorfisme)  |
| Philips has gone from Strijp-S leaving an empty space behind. This once closely guarded site (known locally as 'The Forbidden City') is now free to become a centre of creativity for Eindhoven as European Capital of Culture: an open garden for experimentation.   | Strijp-S rijp voor vernieuwing<br>Culturele herbestemming voor Strijp-S<br>Proeftuin<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme)  |
| The European Capital of Culture as an engine  | Titel als motor  |
| Eindhoven has proved in the past it can work its way out of an economic crisis. But given the challenges Europe is now facing, even for Eindhoven there is no guarantee of success. How can we ensure that Eindhoven, as a former industrial city with the associated problems, does not become post-industrial wasteland? How can uglyduckling Eindhoven go on developing as a network city – international but firmly rooted in its own region? By developing into a European Capital of Culture, the city will gain the opportunity to explore these questions, together with other European cities facing similar challenges. | Eindhoven loopt het gevaar postindustrieel braakland te worden<br>Eindhoven heeft postindustriële problemen<br>Titel geeft Eindhoven kans om postindustriële toekomst te exploreren<br>samen met andere Europese steden<br><br>(Mimetisch isomorfisme)<br>(Coërcief isomorfisme) |
| The European Capital of Culture programme will have far-reaching and lasting effects for Eindhoven and the region, socially, spatially and economically. This will be visible and tangible in the railside zones close to the centre of Eindhoven (Strijp-S) and its four partner cities, which will be radically remodelled over the coming years. The title of European Capital of Culture and the prospect of the 2018 programme is a powerful impulse for the cities to invest in these large inner-city redevelopment areas.   | Verrijkende en blijvende sociale, ruimtelijke en economische effecten op Eindhoven en de regio<br>Titel is krachtige impuls voor stedelijke herontwikkeling<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme)   |
| With the European Capital of Culture title we want to weave artists, designers and citizens permanently into the Triple Helix. We are moving from a Triple Helix to a Multi Helix. We believe in a new, cooperative culture of solidarity between European citizens, between neighbourhood residents, between government, industry and knowledge institutions.  | Burgers, kunstenaars en designers in de Triple Helix verweven<br>Nieuwe, coöperatieve en solidaire Europese cultuur<br><br>(Coërcief isomorfisme)  |
| Art and culture have isolated themselves too much from society, for one thing because in the Netherlands and other European countries they have become over-dependent on subsidy. We want to increase the legitimacy of art and culture in society by giving the sector joint responsibility for finding solutions to the problems of our age. We believe in doing away with the divisions between sectors and disciplines.   | Legitimiteit kunst en cultuur vergroten<br>Kunst en cultuur verantwoordelijk maken voor maatschappelijke oplossingen<br>Eilandjescultuur moet weg  |
| With the European Capital of Culture title, art and culture will gain a huge impulse of energy which we   | Titel geeft energie impuls aan kunst en cultuur  |

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| will harness in the search for connection and solidarity.  | Kunst en cultuur voor verbinding en solidariteit   |
| Art and culture in the 'Proeftuin' for Europe  | Eindhoven als proeftuin voor Europa  |
| In the mosaic metropolis in 2018, we want to receive the visitors and participants in the most exciting locations. The epicentre will be Strijp-S, the site of the most important Proeftuin projects. The former inner-city industrial area will be buzzing with life, activity and creativity. From the hub of Strijp-S, visitors will be able to put together their own programme by visiting the railside zones of other cities in the province, where they will equally be able to take part in Proeftuin projects and see their results.  | Spannende locaties<br>Strijp-S als creatieve hub<br>Buzzing<br>Levendigheid, activiteit en creativiteit<br><br>(Normatief isomorfisme)   |
| By 2020 we aim to have shared the results of all our Proeftuin projects with the whole of Europe and to have developed a model with we will not only be able to generate solutions, but also to gain a new grasp on the art of living together. Ensuring that art is firmly embedded in our culture.   | Resultaten delen<br>Model ontwikkelen<br>Oplossingen genereren<br>Nieuwe grip op samenleven<br>Inbedding kunst in onze cultuur   |
| In 2018, headed by Eindhoven, we will be making use of the specific strengths of each city and the province as a whole. By working together as cities and province we will maximise our capacity to mount a wide-ranging and high-quality programme.   | Samenwerken<br>Sterke punten van elke stad benutten<br>Krachten bundelen<br>Breed programma met hoge kwaliteit<br><br>(Coërcief isomorfisme)   |
| We are preparing a programme that will run until at least 2020, two years after the European Capital of Culture year. However, we intend its consequences to be felt for much longer. Our starting-point is the urgent need for transition in society. In the medium and long term we aim to produce lasting cultural, urban and ecological effects.   | Lange termijn<br>Urgente behoefte aan transitie in samenleving<br>Blijvende, culturele, stedelijke en ecologische effecten<br><br>(Coërcief isomorfisme)   |
| After 2018, the cultural sector in Eindhoven will have changed. Art and culture will be a much more visible and structural element of society. The sector will naturally form a part of new forms of cooperation in the city. A shift will have taken place from the passive consumption of culture to active participation by the public. The cultural sector will have been renewed and strengthened, partly by the creation of new networks and increased national and international collaboration. We will have developed new business and income generation models and attracted new audiences, so the sector will be less dependent on public funding. | Na 2018 zal de culturele sector van Eindhoven zijn veranderd<br>Kunst en cultuur meer zichtbaar in samenleving<br>Kunst en cultuur onderdeel Triple Helix<br>Verschuiving passieve consumptie naar actieve participatie<br>Culturele sector hernieuwd en versterkt<br>Creatie nieuwe netwerken van nationale en internationale samenwerking<br>Nieuwe bedrijvigheid<br>Nieuwe modellen<br>Nieuw publiek<br>Kunst minder subsidie-afhankelijk<br><br>(Coërcief isomorfisme) |
| With the European Capital of Culture programme we will work to develop a city that is better able to shape   | Programma gericht op ontwikkeling van de stad  |



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| <p>itself, where active involvement on the part of local residents is the norm. We don't have any illusions that we can solve all our city's social problems with art and culture. But we do have the ambition with the European Capital of Culture programme to create a new sense of involvement and commitment, shared responsibility, pride and self-confidence.</p>   | <p>Actieve burgerparticipatie<br/>Geen illusies, wel ambities<br/>Nieuwe betrokkenheid en verantwoordelijkheid<br/>Meer trots en zelfvertrouwen</p>   |
| <p>Talented people are the essential raw material for economic strength, and we need to make sure our city is an appealing place for them to live. With our ambitions as a European Capital of Culture we aim to boost our cultural image, both nationally and internationally. With an extensive and exciting programme of distinctive art and culture, in 2018 Eindhoven will be a magnet for talent. By 2020, Eindhoven wants to have strengthened its position as an important node in a network of creative and innovative regions. We want to be known internationally as the place that generates significant and lasting innovation. To bring this about, the creative and structural input of art and culture are indispensable. The European Capital of Culture programme will help us to realise our ambitions.</p> | <p>Talent is essentieel voor economie<br/>Stad moet aantrekkelijk zijn om in te wonen<br/>Kandidatuur geeft nationale en internationale culturele imago boost<br/>Uitgebreid en opwindend programma met onderscheidende kunst en cultuur<br/>In 2018 is Eindhoven magneet voor talent<br/>Titel geeft verbetering positie als belangrijke node in netwerk van creatieve en innovatieve regio's<br/>Bekend staan om innovatie<br/>Titel helpt ambities te realiseren</p> <p>(Coërcief isomorfisme)<br/>(Normatief isomorfisme)</p> |
| <p>The foundations for creative collaboration are laid in education. By 2018 education, art and culture will be firmly woven into the fabric of the educational curriculum. With the European Capital of Culture programme we will also create fresh links between art and culture, knowledge institutions, government and industry.</p>   | <p>Kunst en cultuur in onderwijscurriculum weven<br/>Kunst en cultuur in Triple Helix</p>   |
| <p>After 2018, Eindhoven will have more visible culture in its public space, helping to express the identity of the city.</p>  | <p>Na 2018 is cultuur meer zichtbaar in identiteit van de stad</p> <p>(Coërcief isomorfisme)<br/>(Normatief isomorfisme)</p>  |
| <p>In the partner cities, the European Capital of Culture programme will also accelerate the progress of key urban redevelopment. By 2018 Strijp-S will be fully established as the cultural heart of Eindhoven. As it develops into a European Capital of Culture, Eindhoven, together with its partners Breda, Helmond, 's-Hertogenbosch, Tilburg and the province of Brabant, will become a 'mosaic metropolis'.</p>  | <p>Programma versnelt stedelijke herontwikkeling<br/>In 2018 is Strijp-S als cultureel hart van de stad gevestigd<br/>Titel maakt BrabantStad tot Mozaiek-Metropool</p> <p>(Coërcief isomorfisme)</p>   |
| <p>By 2018, art and culture will have proved that they can play a valuable role in 'green awareness-raising' and serve as a source of inspiration for new sustainable development</p>  | <p>Kunst en cultuur om groen bewustzijn te bevorderen<br/>Kunst en cultuur als inspiratie voor duurzame ontwikkeling</p>  |
| <p>Eindhoven wants to make the city</p>  | <p>De stad maken</p>  |
| <p>Eindhoven wants to connect people</p>   | <p>Verbinden</p>  |
| <p>The 2018 Eindhoven Brabant cultural programme will focus much of its energy on neighbourhoods because</p>   | <p>Focus op wijken<br/>Titel maakt het mogelijk</p>   |

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| <p>people strongly identify with their local area. 2018 Eindhoven Brabant will make it possible for us to commit more systematically to increasing social participation and cultural education, with a particular focus on young people. We are not under the illusion that art and culture can solve all of the most important problems in Eindhoven's deprived areas, but we do believe we can find new and innovative ways of inspiring more cultural participation and greater pride and self-confidence.</p> | <p>systematischer te richten op sociale participatie en cultuureducatie<br/>Geen illusies dat kunst alle problemen oplost<br/>Innovatieve manieren om cultuurparticipatie en trots en zelfvertrouwen te vergroten<br/><br/>(Coërcief isomorfisme)</p> |
| <p>We explore the future</p>  | <p>De toekomst verkennen</p>  |
| <p>With our European Capital of Culture programme we want to set in motion the transition to new solutions via art and culture, with amateurs, with leading artists, with Europe and in close collaboration with every sector possible.</p>   | <p>Transitie op gang brengen door kunst en cultuur, met amateurs, kunstenaars en Europa<br/>Multi-sectoraal</p>   |
| <p>As European Capital of Culture we want to become a giant laboratory with room for experimentation, with our model of the Proeftuin as an important tool. A place where we can work to help renew society through art and culture, in collaboration with other disciplines and with cultures from all over Europe.</p>  | <p>Culturele Hoofdstad als laboratorium voor experiment<br/>Proeftuin als instrument<br/>Samenleving vernieuwen door kunst, cultuur, multi-sectorale en multiculturele samenwerking</p>   |
| <p>We have the physical space for this experimentation. At Strijp-S, the former Philips industrial site, the city is developing a new creative heart, buzzing with creativity and talent. With a focus on new media, design and cross-pollination between art and technology.</p>   | <p>Eindhoven heeft de fysieke ruimte voor experiment<br/>Strijp-S is het postindustriële creatieve hart van de stad<br/>Buzzing<br/>Creativiteit<br/>Talent<br/>Nieuwe media<br/>Design<br/>Kunst en technologie<br/><br/>(Normatief isomorfisme)</p> |
| <p>We also have the mental space. In the Triple Helix model we have already rehearsed new forms of collaboration aimed at producing innovation and renewal.</p>   | <p>Eindhoven heeft de mentale ruimte<br/>Ervaring in vernieuwing en innovatie</p>   |
| <p>We are open to new impulses, and unafraid to make mistakes and adjust our outlook. A society ready to take on the future needs the right balance between people, environment and economy. This is why we are also sharply focusing our programme on sustainability, and why we are so fervent about our energy and climate ambitions. Inspiring sustainable technological developments as well as raising public awareness are the preconditions for many projects in our 2018 programme.</p>                  | <p>Open voor nieuwe impulsen<br/>Niet bang fouten te maken<br/>Klaar voor de toekomst<br/>Balans tussen mensen, omgeving en economie<br/>Focus op duurzaamheid<br/>Programma richt zich op klimaatbewustwording</p>                                   |
| <p>In 2018 we want a European Capital of Culture that helps to bring about social and cultural renewal in Europe.</p>   | <p>Sociale en culturele vernieuwing in Europa</p>   |
| <p>The programme we envisage has everything needed to</p>   | <p>Top-level kunst</p>  |

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| <p>spur Europeans into action. With top-level art and the best design in the world. With innovations in urban culture, which we expect to create a buzz internationally. With accessible and surprising events in which traditions are celebrated, explored and renewed. In which new art is created by blending different art forms. With events in which everyone can take part. The programme will be created organically and in different ways: bottom up, top down, and horizontally, via new national and European connections. It's going to develop, it's going to grow – you can already feel the energy here in Eindhoven!</p>  | <p>Beste design ter wereld<br/> Innovatie in urban culture<br/> Internationale buzz creëren<br/> Toegankelijk en verrassend programma<br/> Vieren, ontdekken en hernieuwen van tradities<br/> Vermengen kunstvormen<br/> Bottom up en top down<br/> Horizontaal<br/> Nieuwe Europese relaties<br/> Ontwikkelen<br/> Groeien<br/> Je voelt de energie al in Eindhoven</p> |
| <p>The prospects that the European Capital of Culture title offers are already being put to good use by many arts producers in Eindhoven and Brabant to build new relationships with European partners.</p>   | <p>Vooruitzichten van de titel worden al goed gebruikt<br/> Nieuwe Europese relaties<br/> <br/> (Coërcief isomorfisme)</p>   |
| <p>In a long-term artistic programme, with millions of visitors we will explore and celebrate the future in and for Europe, in and for neighbourhoods and cities.</p>   | <p>Toekomst Europa vieren en verkennen</p>   |
| <p>The city of the future will be a node in a network of cities. The network city will be capable of many things and will have a lot more to offer its inhabitants, tourists, businesspeople and scientists than the sum of its parts. Together with European partners, Eindhoven and Brabant want to work on building this city of the future.</p>   | <p>Samen met Europese partners bouwen aan de stad van de toekomst</p>  |
| <p>We will depart from the key issues facing society today. With a diverse and innovative cultural programme we will reflect on challenges such as the aging population, xenophobia, social segregation and the environment. We will be experimenting and working together with a wide range of sectors. The aim: with an innovative cultural programme to contribute to new visions and solutions for social challenges in the European city.</p>  | <p>Maatschappelijke relevantie<br/> Divers en innovatief programma<br/> Reflecteren op maatschappelijke problemen<br/> Experimenteren<br/> Samenwerken<br/> Bijdragen aan nieuwe visies en oplossingen voor sociale vraagstukken in de Europese stad</p>   |
| <p>With this programme line we will be using art and culture to make an active contribution to the sense of connection between people in Europe. This is inspired by the idea that you can't create unity in the continent only on an economic and political basis. Not only among European countries, but also in cities, neighbourhoods and villages, the search for sense of community, solidarity and common values is a challenge. Art at both amateur and top professional level will contribute to this search. In collaboration with other disciplines art can build connections between people. Diversity is not a burden but a source of inspiration for new solutions.</p> | <p>Actieve bijdrage aan verbinding tussen Europeanen<br/> Politieke en economische basis voor Europa is niet genoeg.<br/> Amateurkunst en professionele kunst dragen bij aan zoektocht naar gemeenschap, solidariteit en gezamenlijke waarden<br/> Diversiteit als inspiratie voor nieuwe oplossingen<br/> <br/> (Coërcief isomorfisme)</p>                              |
| <p>Built on urgency</p>   | <p>Voortkomend uit urgentie</p>  |

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| Built on urgency, with links to all sectors, focused on co-creation.   | Voortkomend uit urgentie<br>Alle sectoren<br>Co-creatie  |
| We plan to involve as many people as possible. People who used to be known as 'the audience' will become cocreators in entire the process. Local, national and European participants will show where their needs lie, come up with creative ideas, give feedback, and work on performances, buildings or art works.  | Breed bereik<br>Co-creatie   |
| Starting points: open character; significance for Europe; multidisciplinary; nature and technology; innovative financing methods / creation of values; environmental sustainability; legacy; the leap from fear to hope; head and heart; thought and action  | Open in karakter<br>Betekenisvol voor Europa<br>Multidisciplinair<br>Natuur en technologie<br>Innovatieve financiering<br>Duurzaamheid<br>Nalatenschap                                   |
| We will keep in contact with other European Capitals of Culture and make use of the expertise they have developed. Umea2014 is paying a lot of attention to climate and the environment with the programme Stay Cool, for example. Wroclaw 2016 is dealing with 'interpassivity' as a symptom of contemporary technological developments.  | Contact met andere Culturele Hoofdsteden<br>Leren van andere hoofdsteden<br>Umea2014<br>Klimaat<br>Wroclaw2016<br>Technologische ontwikkelingen<br><br>(Mimetisch isomorfisme)           |
| In this bid book we have given just a few examples of important, topical aspects of the contemporary European city that we want to explore through art and culture. We haven't talked about inspiring the city yet. Inspiration is what brings a city to life, and it comes from people.   | Maatschappelijke relevantie<br>Aspecten van de Europese stad<br>De stad inspireren   |
| We want to use our European Capital of Culture programme to bring people together, to connect people, in Europe, the Netherlands, in Eindhoven and in the region. We want to do this on a large and small scale, through visual culture, through neighbourhood art projects or just by celebrating culture together. We will achieve this through a wide variety of projects and events that share an open, exploratory and often experimental nature. | Mensen samenbrengen<br>Mensen verbinden<br>Open<br>Exploratief<br>Experimenteel<br>Cultuur samen vieren<br>Grote en kleine schaal<br>Wijkprojecten<br><br>(Coërcief isomorfisme)         |
| We are already working closely with Valletta, Malta's nomination for European Capital of Culture 2018. We want to inspire each other and tune our artistic programmes to each other. At the beginning of July 2012 the artistic directors of Valletta2018 and 2018Eindhoven  Brabant put their signatures to an agreement to develop a joint cultural programme.   | Nauwe samenwerking met Valletta<br>Eindhoven en Valletta willen elkaar inspireren en de programma's op elkaar afstemmen<br>Afspraken gemaakt met Valletta<br><br>(Mimetisch isomorfisme) |
| Early talks already showed that the two cities have a lot in common, including a rich tradition of popular culture and of innovation in design and technology. The way they work together with the surrounding   | Eindhoven en Valletta hebben veel gemeen   |

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| region is also similar.  |  |
| <p>Many people from Brabant are more strongly drawn to Flemish plays, books, films and music than to the arts and culture produced 'north of the rivers'. This attraction is rooted in the province's strong cultural links with the Flanders region of Belgium, with which it shares its history and Catholic culture as well as elements of its language and dialect.</p> <p>2018Eindhoven Brabant will use its position as European Capital of Culture to strengthen those bonds.</p> | <p>Positie als Culturele Hoofdstad 2018 gebruiken om band met Vlaanderen te herstellen en versterken</p> <p>(Coërcief isomorfisme)</p>   |
| <p>It is very important to us that our Capital of Culture programme brings about real change – in our society, in our mentality and in our cultural sector. We want to build on strong foundations, and that is why we are placing the 2018 programme within the context of a long-term plan. We are proposing a programme that will run from 2014 to 2020, the effects of which will be felt long afterwards.</p>   | <p>Programma moet daadwerkelijk verandering brengen in de samenleving, mentaliteit en culturele sector</p> <p>Lange termijn plan</p> <p>(Coërcief isomorfisme)</p>                       |
| <p>To achieve the maximum lasting benefit, we plan to build on the knowledge and experience that will be generated elsewhere in Europe between now and 2018. So in our long-term programme we will be linking up with the European Capitals of Culture Umea (2014), Wroclaw (2016) and Valletta (candidate for Malta in 2018). Their programmes offer plenty of opportunities for cooperation, co-creation and synergy.</p>  | <p>Co-creatie en synergie met andere Culturele Hoofdsteden</p> <p>Umea2014</p> <p>Wroclaw2016</p> <p>Valletta2018</p> <p>(Coërcief isomorfisme)</p> <p>(Mimetisch isomorfisme)</p>       |
| <p>The European Union is the initiator and owner of the European Capital of Culture brand. So in its communication and programming,</p> <p>2018Eindhoven Brabant wants to devote plenty of attention to the EU. And here too we will also be taking a creative approach in 2018.</p>   | <p>EU zal uitgebreid aandacht krijgen</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Building productive and sustainable relationships between the cultural sector and other sectors is central to 2018Eindhoven Brabant, and the science sector is among the most important of these. We are already working on these relationships so that we will be able to present the exciting results of multisectoral collaborations in 2018. Working together with Brabant's top knowledge institutes, we have developed new ideas and initiated collaborative processes.</p>     | <p>Multisectorale relaties opbouwen</p> <p>Samenwerken met kennisinstituten</p>  |
| <p>If everyone were to live like the average European, we would need more than three planet earths to feed and support the world's population. As</p> <p>2018Eindhoven Brabant, this is a fact we don't want to ignore. We are going to use art and design to raise awareness and provide inspiration for new sustainable solutions. And in organising and running our programme, we will stay as climate neutral as possible. We see 2018Eindhoven Brabant as the</p>                   | <p>Duurzaamheid</p> <p>Klimaatbewustwording creëren</p> <p>Kunst en design als inspiratie voor duurzame oplossingen</p> <p>Zo klimaatneutraal mogelijk</p> <p>(Coërcief isomorfisme)</p> |

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| springboard to a more sustainable region.   |  |
| We will, however, make use of all the local expertise to limit the ecological footprint of the European Capital of Culture as much as possible in the years to come.  | Ecologische voetafdruk van evenement beperken  |
| Appendix A.5.2. European involvement: learning from other European Capitals of Culture  | Leren van andere Culturele Hoofdsteden<br><br>(Coërcief isomorfisme)   |
| We have not only put public involvement and support at the heart of our bid, but also initiated a range of activities to stimulate international cooperation with other European Capitals of Culture and the European cultural sector.  | Samenwerking met andere Culturele Hoofdsteden<br><br>(Coërcief isomorfisme)  |
| In preparing the bid book we have tried to learn as much as possible from the past. Through direct contact and fact-finding visits we have thoroughly investigated the experiences of other European Capitals of Culture (ECOCs) such as Linz, Luxembourg, Lille, Essen, Pécs, Istanbul, Tallinn, Marseille, Mons and Wroclaw. We have also attended all the major recent conferences on the phenomenon of the Capital of Culture, such as the celebration of 25 years of ECOCs in Brussels in March 2010, and the conference on the future of ECOCs in Brussels in March 2011.               | Contact met andere Culturele Hoofdsteden<br>Leren van andere Culturele Hoofdsteden<br>Alle grote conferenties over de Culturele Hoofdstad bijgewoond<br><br>(Coërcief isomorfisme)<br>(Mimetisch isomorfisme)  |
| The contact with former and future ECOCs and the participation in a range of networking meetings has not only been informative, it has also produced new ties within Europe. Our warm relations with various European cities and partners provide fertile ground for future collaboration on 2018Eindhoven Brabant.   | Contact met andere Culturele Hoofdsteden heeft al nieuwe banden opgeleverd<br><br>(Coërcief isomorfisme)   |
| In 2010, the jubilee year, we took part in the programmes of ECOCs Pécs and Istanbul. We liaised with the organisations and co-financed the participation of cultural producers in the official programmes. There were 13 projects from Eindhoven and the region in Pécs, ranging from art exhibitions to dance performances. This helped raise awareness of our candidacy and provided a lot of relevant international experience for our partners in the field. We are considering continuing this form of collaboration with other ECOCs if Eindhoven becomes European Capital of Culture. | Contact met andere Culturele Hoofdsteden<br>Samenwerking met andere Culturele Hoofdsteden<br>Deelname aan de programma's van Pécs2010 en Istanbul2010<br>Als Eindhoven de titel krijgt zal er verdere uitwisseling en samenwerking plaatsvinden met andere Culturele Hoofdsteden<br><br>(Coërcief isomorfisme) |
| In 2012 we provided a series of workshops on internationalization for the regional cultural sector in cooperation with the Dutch Centre for International Cultural Activities. The aim was to help the cultural sector in Eindhoven and the region get ready for international adventure on the way to 2018Eindhoven Brabant.   | In 2012 organiseerde Eindhoven workshops over de internationalisering van de culturele sector ter voorbereiding op de Culturele Hoofdstad  |

## Bijlage H: Eindhoven – Legitimering – Thematisch coderen

### **Thema 1:**

### **Europa is gebaad bij Eindhoven als Culturele Hoofdstad**

#### *Maatschappelijke behoeften*

[Ruimte voor reflectie nodig] [Bevrijding van oude mechanismen] [Verbindingen nodig] [Oplossingen nodig] [Inzichten nodig] [Tijd is gekomen om nieuwe richting in te slaan] [Rationaliteit en intellect falen] [Fundamentele veranderingen nodig] [Oude paradigma's loslaten] [Plek voor nieuwe ideeën, vormen, modellen en oplossingen voor de toekomst nodig] [Plek om te experimenteren en demonstreren nodig] [Urgente behoefte aan transitie in samenleving] [Europa heeft verbeelding nodig] [Europese crisis]

#### *Eindhoven als creatieve proeftuin voor Europa*

[Eindhoven is model voor nieuw Europa] [Toekomst Europa ontwerpen door verbeelding] [Eindhoven en de regio aanbieden als biotoop, als testgebied voor toekomstige netwerkstad] [Proeftuin voor Europa] [Methode ontwikkelen om te werken aan een positieve toekomst Europa] [Bijdragen aan nieuw Europa] [Locatie verschaffen voor exploratie, innovatie en samenwerking] [Nieuwe, coöperatieve en solidaire Europese cultuur] [Eindhoven heeft de fysieke ruimte voor experiment] [Eindhoven heeft de mentale ruimte] [Ervaring in vernieuwing en innovatie] [Toekomst Europa vieren en verkennen] [Betekenisvol voor Europa] [Nieuw Europa] [Creatieve kracht van kunst en cultuur als nieuwe inspiratie en inzichten voor Europa] [Nieuwe, coöperatieve en solidaire Europese cultuur] [Experiment] [Pionieren] [Strijp-S als creatieve hub] [Resultaten delen] [Model ontwikkelen] [Oplossingen genereren] [De toekomst verkennen] [Culturele Hoofdstad als laboratorium voor experiment] [Proeftuin als instrument] [Creativiteit] [Exploreren]

#### *Europeanen verbinden*

[Mensen verbinden] [Nieuwe culturele, menselijke en spirituele samenleving] [Nieuwe grip op samenleven] [Actieve bijdrage aan verbinding tussen Europeanen]

#### *Europese samenwerking en verbanden*

[Positie als Culturele Hoofdstad 2018 gebruiken om band met Vlaanderen te herstellen en versterken] [Samen met Europese partners] [Nieuwe Europese relaties] [Samen met Europese partners bouwen aan de stad van de toekomst] [Contact met andere Culturele Hoofdsteden] [Leren van andere hoofdsteden] [Umea2014] [Wroclaw2016] [Nauwe samenwerking met Valletta] [Eindhoven en Valletta willen elkaar inspireren en de programma's op elkaar afstemmen] [Afspraken gemaakt met Valletta] [Co-creatie en synergie met andere Culturele Hoofdsteden] [Valletta2018] [Samenwerking met andere Culturele Hoofdsteden] [Contact met andere Culturele Hoofdsteden heeft al nieuwe banden opgeleverd] [Deelname aan de programma's van Pécs2010 en Istanbul2010] [Als Eindhoven de titel krijgt zal er verdere uitwisseling en samenwerking plaatsvinden met andere Culturele Hoofdsteden] [Internationale samenwerking]

#### *Duurzaamheid*

[Focus op duurzaamheid] [Klimaatbewustwording creëren] [Kunst en design als inspiratie voor duurzame oplossingen] [Zo klimaatneutraal mogelijk] [Ecologische voetafdruk van evenement beperken]

## **Thema 2: Eindhoven heeft de titel nodig**

### *Stedelijke ontwikkeling*

[Titel geeft Europese dimensie aan de stad] [Boost] [Momentum] [Titel zet proces in gang] [Culturele Hoofdstad van Europa fungeert als podium] [Titel als motor] [Titel is krachtige impuls voor stedelijke herontwikkeling] [Kandidatuur geeft nationale en internationale culturele imago boost] [Titel helpt ambities te realiseren] [Eindhoven loopt het gevaar postindustrieel braakland te worden] [Eindhoven heeft postindustriële problemen] [Titel geeft Eindhoven kans om postindustriële toekomst te exploreren samen met andere Europese steden] [Alleen samen met Europese partners kan de transitie naar een nieuwe samenleving beginnen] [Verrijkende en blijvende sociale, ruimtelijke en economische effecten op Eindhoven en de regio] [Blijvende, culturele, stedelijke en ecologische effecten] [Programma gericht op ontwikkeling van de stad] [In 2018 is Eindhoven magneet voor talent] [Titel geeft verbetering positie als belangrijke node in netwerk van creatieve en innovatieve regio's] [Bekend worden om innovatie] [Programma versnelt stedelijke herontwikkeling] [Titel maakt BrabantStad tot Mozaiek-Metropool] [Titel maakt het mogelijk systematischer te richten op sociale participatie en cultuureducatie] [Samenwerking inbedden in cultureel DNA van de stad] [Burgers, kunstenaars en designers in de Triple Helix verweven]

### *Sociale effecten*

[Nieuwe betrokkenheid en verantwoordelijkheid] [Meer trots en zelfvertrouwen] [Bouwen aan capaciteit stad en inwoners] [Mensen verbinden] [Nieuwe grip op samenleven] [Cultuur samen vieren] [Mensen samenbrengen] [Titel geeft impuls aan trots en zelfvertrouwen van de stad]

### *Culturele sector*

[Na 2018 zal de culturele sector van Eindhoven zijn veranderd] [Kunst en cultuur meer zichtbaar in samenleving] [Kunst en cultuur onderdeel Triple Helix] [Verschuiving passieve consumptie naar actieve participatie] [Culturele sector hernieuwd en versterkt] [Creatie nieuwe netwerken van nationale en internationale samenwerking] [Nieuwe bedrijvigheid] [Nieuwe modellen] [Nieuw publiek] [Kunst minder subsidie-afhankelijk] [Stedelijke samenleving van intrinsieke culturele waarde worden] [Hervormen van openbare ruimte tot locatie voor *high-profile* cultuur] [Cultuur vanzelfsprekend maken in het dagelijks leven] [Cultuur als hart van de samenleving] [Inbedding kunst en cultuur in denken en handelen] [Versterken culturele infrastructuur] [Culturele herbestemming voor Strijp-S] [Legitimiteit kunst en cultuur vergroten] [Kunst en cultuur verantwoordelijk maken voor maatschappelijke oplossingen] [Eilandjescultuur moet weg] [Titel geeft energie impuls aan kunst en cultuur] [Kunst en cultuur voor verbinding en solidariteit] [Culturele democratie] [Titel geeft energie impuls aan kunst en cultuur] [Kunst en cultuur in onderwijscurriculum weven] [Na 2018 is cultuur meer zichtbaar in identiteit van de stad] [In 2018 is Strijp-S als cultureel hart van de stad gevestigd]

## **Thema 3: Eindhoven is titelwaardig**

### *Programma*

[Breed programma met hoge kwaliteit] [Uitgebreid en opwindend programma met onderscheidende kunst en cultuur] [Top-level kunst] [Beste design ter wereld] [Internationale buzz creëren] [Toegankelijk en verrassend programma] [Divers en innovatief programma] [Breed bereik] [Spannende locaties] [Buzzing] [Levendigheid, activiteit en creativiteit] [Creativiteit] [Talent] [Nieuwe media] [Kunst en technologie] [Exploratief] [Open]



*Lange termijn*

[Structureel en blijvend] [Lange termijn] [Programma moet daadwerkelijk verandering brengen in de samenleving, mentaliteit en culturele sector] [Geen illusies dat kunst alle problemen oplost]

*Maatschappelijke relevantie*

[Maatschappelijke relevantie] [Reflecteren op maatschappelijke problemen] [Bijdragen aan nieuwe visies en oplossingen voor sociale vraagstukken in de Europese stad] [Voortkomend uit urgentie]

*Vorbereiding*

[Alle grote conferenties over de Culturele Hoofdstad bijgewoond] [In 2012 organiseerde Eindhoven workshops over de internationalisering van de culturele sector ter voorbereiding op de Culturele Hoofdstad] [Vooruitzichten van de titel worden al goed gebruikt]

## Bijlage I: Leeuwarden – Profilering – Open coderen

| Tekstfragment  | Code  |
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| Energy now!  | Leeuwarden heeft energie nodig  |
| At first glance, culture in Leeuwarden-Ljouwert might seem to be in decline. The economic downturn has taken its toll.   | Cultuur in Leeuwarden lijkt in verval<br>Bezuinigingen op cultuur   |
| However, upon closer inspection, it becomes apparent that a lot of cultural professionals and amateurs alike have taken things into their own hands. New cultural endeavours have sprung up, with smaller budgets, but with just as much, if not more, courage and vision. The historical prison, the Blokhuispoort, has been converted into a new cultural centre, and offers room to lots of independent cultural projects, and people have even turned their own living rooms into a concert venue. This new style of cultural entrepreneurialism is also starting to show in bigger projects, like the Metal festival Into the Grave, the renowned and highly popular Freeze festival, which is getting bigger every year, and this year's Jailbreak fest. The people who make culture real, are busier than ever. | Cultureel ondernemerschap<br>Culturele herbestemmingen<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme)                 |
| For us as a band, and supported by the academy of pop and media, Leeuwarden-Ljouwert is a very exciting place to be. The city is evolving around us, and we can participate in shaping it  | Opwindende plek<br>In ontwikkeling<br>Door participatie is Leeuwarden mede vorm te geven  |
| All in all, this proves Leeuwarden-Ljouwert is fertile ground for cultural endeavours which flourish with the energy that comes along with the city candidating European Capital of Culture 2018. It makes the city a worthy competitor for the title. Leeuwarden-Ljouwert is full of potential, and with international exposure, we can live up to it.  | Vruchtbare grond voor culturele ondernemingen<br>Vol potentieel   |
| Our region has centuries long experience working on these themes in our part of Europe and this has resulted in what we call <i>Mienskip</i> : a deep sense of shared community thinking, which has emerged from a unique mode of social life. This concept is typically and to some extent exclusively part of the Frisian minority culture. However it is also universal to mankind, and currently under pressure in many European societies. That is why our message is: Europe needs more <i>Mienskip</i> .  | Mienskip<br>Gemeenschapsdenken<br>Community<br>Uniek sociaal leven<br>Minderheidscultuur<br>Minderheidscultuur staat onder druk |
| As with many Europeans that live with a threat of the forces of nature, people organise themselves to deal with the challenges that the environment in cites. Frisians developed their culture on a flat and fertile land that was often flooded. Since the soil was very fertile and well connected with waterways throughout the entire area, a dense grid of small farm communities emerged, where central authority of a city was not self-evident. This unique landscape and social structure formed a strong interdependent form of community and a culture of <i>Mienskip</i> .   | Altijd geleefd met dreiging van natuurkrachten<br>Leven met water<br>Landbouw<br>Onderlinge afhankelijkheid                     |
| The culture of <i>Mienskip</i> has certain traits that are still very  | Nieuwsgierigheid  |

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| <p>much part of Frisian society today. Curiosity is part of <i>Mienskip</i>; it represents the willingness to find out about the other, to discover and to find openness towards each other and the outside world</p>  | <p>Openheid</p>   |
| <p>At the same time <i>Mienskip</i> contains a longing (or Sehnsucht or Langstme) for our own stable community, for the place where we feel at home. Frisians sense a family feeling among each other when they meet outside the region. Our daily emphasis on genuine partnership, mutual respect and individual honesty is the basis of the strong egalitarian ethos and culture of <i>Mienskip</i></p>  | <p>Verlangen naar thuis<br/>Gemeenschap<br/>Partnerschap<br/>Wederzijds respect<br/>Eerlijkheid<br/>Egalitaire ethos</p>  |
| <p>There is definitely another side to <i>Mienskip</i> though. As the Frisians built terps to protect themselves against the water and winds, they protected their communities and culture. By building these artificial mounds, their horizon changed, as did the hearts and minds of the people. This protective side of <i>Mienskip</i> still has its consequences today. It means that the community opens up to 'others' only very slowly, needs a long time to make decisions, struggles with individual ambitions, blocks an advanced perception of our culture and is caught within a nuanced but deep-seated fear of diversity.</p> | <p>Terpen<br/>Strijd tegen het water<br/>Beschermend<br/>Gemeenschap stelt zich moeilijk open voor anderen<br/>Lange tijd nodig om beslissingen te nemen<br/>Conservatief<br/>Diepgewortelde angst voor diversiteit</p> |
| <p>The characteristically flat Frisian landscape extends along the entire south coast of the North Sea all the way from Denmark through to the Netherlands. This Unesco protected area, where nature and humans have been fighting against each other through the ages, has left indelible footprints on our society, along with its influence on economy and culture. The vulnerable position of the Waddenland has forged a strong bond between our natural ecology and our culture.</p>   | <p>Vlak landschap<br/>UNESCO beschermd gebied<br/>Gevecht tussen natuur en mens heeft samenleving, cultuur en economie beïnvloed<br/>Band tussen natuur en cultuur<br/>De Wadden</p>                                    |
| <p>But since man started to influence the water and created the land by connecting the terps with dykes, Frisians experienced that ecological transition does not work when not supported by cultural development. Nature has put its footprint on our richness of life. Culture has a strong role to play in changing behaviours in favour of ecological sustainability in Europe. It is a perfect living laboratory to experiment with ecological citizenship, biodiversity and culture.</p>   | <p>Friezen weten dat cultuur belangrijk is voor een ecologische duurzaamheid<br/>Ecologisch burgerschap<br/>Biodiversiteit<br/>Natuur draagt bij aan kwaliteit van leven</p>  |
| <p>The fact that farmers had equal access to fertile grounds ensured a balance of power, and the constant threat of the sea brought solidarity. Until now, Frisians operate in an egalitarian style and in comparison with other regions, Frisians donate more to charity and they participate more in voluntary jobs. The most successful Frisian enterprises are those which are based on a cooperative organization principle: Achmea, an assurance company, HZPC, the Cooperative Trade Union for Seeds and Seedlings and Friesland Campina, a Dutch dairy cooperative are in the global top five of their specific markets.</p>         | <p>Egalitair<br/>Solidariteit<br/>Machtsbalans<br/>Friezen doen meest aan liefdadigheid en vrijwilligerswerk<br/>Succesvolle Friese bedrijven werken coöperatief<br/>Achmea<br/>HZPC<br/>Friesland Campina</p>          |
| <p>When the water came the communities could survive since they were independent together. This independency is still strongly present in our society today and stimulates respect for nature and energy consumption. Our water technology</p>   | <p>Onderlinge afhankelijkheid<br/>Respect voor de natuur<br/>Klimaatbewust<br/>Watertechnologie management</p>  |

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| and management is considered as one of the best of the world. We have examples of community based initiatives for biogas and wind energy. In the last 15 years we have actively been building a bio-based economy and have experienced the cultural discomfort that comes along with this transformation.  | is een van de beste van de wereld<br>Transformatie naar bio-economie   |
| Since our ecology and culture are so determined by the presence of water, we associate this theme with Water.  | Ecologie en cultuur verbonden aan water  |
| Our history and the specific community structure influence the quality of cultural life. Since the soil was very fertile and well connected with waterways throughout the entire area of the Waddenland, the dense grid of small farm communities has formed a unique interdependency.   | Gemeenschapstructuur<br>Vruchtbare bodem<br>Waterwegen<br>Dicht netwerk van boerderij gemeenschappen<br>Unieke onderlinge afhankelijkheid  |
| Contrary to many comparable regions, the small communities on the Frisian countryside carry an aura of prosperity, wealth and pride in the perception of its people, whereas the city of Leeuwarden-Ljouwert is seen to be rough, poor and individualistic. These communities (on manmade thorps) are spread over the whole area, are on average 6-8 kilometres apart, with just 8-12 farmers and a church. The waterways connected the communities, and facilitated a quick transport of goods, ideas and people.                             | Kleine plattelandsgemeenschappen hebben aura van welvaart, rijkdom en trots<br>Leeuwarden wordt gezien als ruw, arm en individualistisch<br>Plattelandsgemeenschappen bestaan uit boeren en een kerk<br>Waterwegen verbinden de gemeenschappen |
| Until early 20th century, the stable and fast connections by boat made Fryslân the kitchen garden of the London metropolis. The structure of a dense grid of small communities tied by waterways is still in place today.  | Structuur van kleine gemeenschappen die worden verbonden door water<br>Tot 20 <sup>e</sup> eeuw was Friesland de moestuin van Londen   |
| Although major connections are replaced by road and rail, the interdependency between our villages, cities and the nearby metropolises of Amsterdam, Utrecht and Oldenburg-Bremen has not changed. This relationship is under the influence of changing dynamics in food production, energy consumption, tourism, education levels and migration. In that, the cities and metropolises are not the dominant centre, but rather at the top of a dense, decentralised archipelago structure of cities, towns, villages and hamlets.              | Wederzijdse afhankelijkheid tussen Friese steden en Amsterdam, Utrecht en Oldenburg-Bremen<br>Steden en metropolissen zijn geen dominante centra, maar top van een dichte archipelstructuur van steden, dorpen en gehuchten                    |
| Over the last decade, Leeuwarden-Ljouwert has worked on a fundament for empowerment with innovative welfare projects and improvement of cultural infrastructure. Our city experiments pair creativity to social empowerment.   | Leeuwarden verbindt creativiteit en cultuur aan sociale welvaartprojecten<br><br>(Coërcief isomorfisme)  |
| As in many other places on the European countryside there are not enough powerful young people to carry the society economically and socially. And the youngsters that stay have a more than average problematic social background while the talented, entrepreneurial leave. The figures show a declining trend. Leeuwarden- Ljouwert is situated in one of the poorest regions in one of the richest countries of Europe: more unemployed, more children beneath the poverty line and below average education levels compared to the rest of | Europese platteland<br>Onvoldoende jonge mensen om de samenleving economisch en sociaal te dragen<br>Jongeren met problematische sociale achtergrond blijven, terwijl de getalenteerde ondernemende jongeren vertrekken                        |

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| the Netherlands.   | Een van de armste regio's van Nederland<br>Meer werkeloosheid, meer kinderen onder de armoedegrens en lager opleidingsniveau vergeleken bij de rest van Nederland<br><br>(Coërcief isomorfisme)  |
| Bringing back a sound balance between city and countryside is one of the key issues we want to address with Lwd2018. Cities are amongst the greatest inventions by human kind. They are breeding spots of economic innovation and cultural and political renewal. Whereas the fertility of the cultural landscape is higher in cities, Frisians oppose this idea, and often feel that the countryside is more fertile in terms of their culture. Oddly enough, this same culture arose and developed in the cities. Bringing back a balance and showing that the entire land of Fryslân is fertile in terms of culture is a key challenge. | Platteland is cultureel vruchtbaarder dan de stad<br>Leeuwarden  |
| The Frisian culture is doubly peripheral: both in relation to the Netherlands, and in relation to the European mainland. At European level, the Frisian culture is less visible than other minorities of similar size, like for example Basque and Welsh. Its peripheral condition is shared with many cultures in diverse Europe. Many of them, like ours, are endangered by the neighbouring dominant cultures.  | Friese cultuur is perifeer<br>Op Europees niveau is de Friese cultuur minder zichtbaar dan minderheden van hetzelfde formaat<br>Friese minderheidscultuur is van hetzelfde formaat als de Baskische en Welshe<br>Friese cultuur wordt bedreigd door naburige dominante culturen<br>Friese cultuur is vergelijkbaar met vele andere minderheidsculturen in Europa<br><br>(Coërcief isomorfisme) |
| Like other minority regions in Europe, our population is not as diverse as some surrounding regions. Whilst the economy in the Frisian region has traditionally been very open, our social fabric is more closed or inward-looking.  | Populatie is niet divers<br>Friese economie is open<br>Sociale structuur is meer gesloten en naar binnen gericht   |
| The percentage of untrained and low-educated people is relatively high. There are a significant number of self-employed people, as well as those who depend on social security (for whatever reason).  | Percentage onopgeleide en laagopgeleide mensen is hoog<br>Veel mensen in de bijstand<br>Veel zelfstandigen   |
| These demographic changes are responsible for the fact that Fryslân is affected by a decline in tolerance and an increase in indifference. The indifference and lack of interest in the 'other' is especially striking since diversity always has been a key in the development of Frisian culture.  | Afnemende tolerantie<br>Toenemende onverschilligheid<br>Gebrek aan interesse in de ander<br>Diversiteit was altijd belangrijk in ontwikkeling Friese cultuur   |
| One out of seven Europeans live in a region where there is a minority culture. Part of their daily lives is to live in two or three cultures at the same time, something that trains their flexibility. We need to relearn this lesson, as in the past,  | Vroeger stond Leeuwarden bekend om religieuze tolerantie<br>Nu afnemende tolerantie<br>Onverschilligheid   |

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| <p>when Fryslân and Leeuwarden-Ljouwert were known for religious tolerance. A decline in tolerance and indifference is against Europe's founding values, favouring dialogue based on equality, mutual recognition and non-discrimination. That is why we see it as a challenge to our community to relearn the lessons of how to embrace diversity.</p>   | <p>(Coërcief isomorfisme)</p>   |
| <p>Specifically we place hope in the growing population of Frisian, Dutch and international students in our city. The University Campus Fryslân (UCF), the Watercampus, two universities that are part of the Royal Netherlands Academy of Art and Sciences, three universities of applied sciences and several institutes for higher and mediate vocational education already attract a more diverse population.</p>   | <p>Groeiende populatie studenten<br/>De verschillende universiteiten trekken meer diverse inwoners<br/>Friesland heeft vele kennisinstituten</p> <p>(Coërcief isomorfisme)</p>  |
| <p>The Dutch are not used to Frisians coming up with a proposal to work on a forward looking mix of topics such as these, although after a second thought it seems natural for this part of the Netherlands below sea-level. Frisian culture is more often seen as folklore and something of the past instead of a reality of here and now. In order to work on our challenge we will need to, initially neglect the negative influences of the main-stream thinking in the Netherlands, and in this respect the concept we suggest and the issues we invest in allows for growth when the economic climate turns. Once successful in this, we expect to influence the Dutch opinion strong enough to get support for our innovation by culture</p> | <p>Friezen zijn normaal niet zo vooruitstrevend<br/>Onder zeeniveau<br/>Friese cultuur wordt gezien als folklore en traditioneel, en niet als iets van nu<br/>Anders dan het main-stream denken in Nederland</p>  |
| <p>Our slogan plays with the natural curiosity of Frisians and Europeans equally and contains what there is in between the land and water, how this has enabled new connections in our culture and therewith elevated our society and culture.</p>  | <p>Nieuwsgierigheid<br/>Land en water</p>   |
| <p>One level up is what we call Leeuwarden-Ljouwert as the capital of the Waddenland.</p>   | <p>Leeuwarden hoofdstad van de Wadden</p>   |
| <p>With the inland clay layer along the coastline, the marshes are very fertile. Seen from the north looking south, there is the North Sea, the Frisian or Wadden Islands, the coastline with a densely populated area of 20 kilometres deep into the mainland. The area has among the densest number of villages and hamlets per square kilometre in Europe and is followed by a less populated sandy (Pleistocene) district behind it. Between the sandy area and the coastal marshes lies a zone of mostly reclaimed wetlands that extends across the European mainland deep into Russia.</p>  | <p>Vruchtbare grond<br/>Meeste dorpen en gehuchten per vierkante kilometer in heel Europa<br/>Zandgrond</p>   |
| <p>The Waddenland is a group of 50 islands that have close connections with the mainland. As such it is a rare landscape in Europe that is protected as a World Heritage Site by Unesco and is part of a network of smaller island cluster regions that we work with in our programme. Interesting enough the natural conditions of these areas appear to be a factor in the personality types and habits and beliefs of the people that live there, for example, stubbornness and tenacity, in food and drink habits, and in types of cultural expression. All are said to be typical characteristics of these types of areas in Europe where people had to live with the</p>  | <p>De Wadden<br/>Zeldzaam landschap in Europa<br/>Beschermd door Unesco<br/>Natuurlijke condities hebben karakter van de mensen beïnvloed<br/>Koppigheid en vasthoudendheid in eet- en drinkgewoontes en in culturele expressies<br/>Leven met natuurdreiging</p> |

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| threat of nature.  |  |
| The city involves this area since it is a perfect culture laboratory for community on and close to the islands in the Wadden Sea region, and therefore already functions in the minds of many as the capital of what is sometimes called this 'odd corner of Europe'   | 'Odd corner of Europe'   |
| Fryslân has a strong, centuries-old migration tradition. For a long time, Frisians have demonstrated their flexibility and innovative attitude in dealing with hard economic and social times. For example, in the 19 <sup>th</sup> and 20 <sup>th</sup> century quite a few Frisians decided to emigrate to areas with open landscapes in North America, the South of Africa, Oceania and South America. In their new homelands Frisians kept their own traditions, religion and culture and manifested themselves in particular Frisian streets and neighbourhoods, with their own churches and their own cultural societies. Due to their trilingualism the first generations were well known for achieving economic well-being and cultural distinctiveness. | Sterke, eeuwenoude migratie traditie<br>Flexibiliteit<br>Innovatieve houding<br>Omgaan met moeilijke tijden<br>Eigen tradities houden<br>Culturele onderscheidenheid |
| The city works on a broad programme to strengthen civil society. This also has implications for art and culture in the city. Key goals for the city are the relationship between culture and water technology and management, talent development, and art as a driver for innovation.  | Cultuur en watertechnologie<br>Talentontwikkeling<br>Kunst als drijfveer van innovatie<br><br>(Coërcief isomorfisme)   |
| The city is the stage. That is how Leeuwarden-Ljouwert sees the future of culture. We have beautiful (and some brand new) institutions that we are proud of.   | Nieuwe culturele instituten  |
| Leeuwarden-Ljouwert strives to be the leading centre for water technology and water management in 2020.  | Toonaangevende centrum van watertechnologie en watermanagement in 2020<br><br>(Coërcief isomorfisme)   |
| The city works on its bio-based economy, which is to be self-supportive in energy through a combination of biogas, wind and solar technology.  | Bio-economie<br>Zelfondersteunend in energie door biogas, windenergie en zonne-energie<br><br>(Coërcief isomorfisme)   |
| Parallel to this technological development, Leeuwarden-Ljouwert has started an innovative social project focussed on the empowerment of people in a problematic social situation.  | Technologische vooruitgang<br>Innovatieve sociale projecten<br><br>(Coërcief isomorfisme)  |
| And further Leeuwarden-Ljouwert works strongly together with the Province of Fryslân on the development of a University Campus Fryslân (UCF). The ambition is to set up living laboratories where PhD students work on themes like the role culture plays in ecological citizenship or about minority cultures in Europe. This ambition is shared with the Fryske Akademy (and Mercator), a centre of excellence for minority languages in Europe.   | Leeuwarden werkt aan universiteitscampus<br><br>(Coërcief isomorfisme)   |
| The Province of Fryslân has a large-scale programme that strengthens the touristic experience of the provincial waterways and lakes through cultural interventions in the landscape and the smaller villages. Together with the  | Watertoerisme  |

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| Waddenland partners, Fryslân works on a programme about the island culture. An important part of these programmes is internationalisation with other peer areas in Europe.   |  |
| Both teams believe though that successful collaboration starts on the personal level so we have met in person and spoken extensively about similarities: we are both capitals of the surrounding rural areas; we both have to deal with island management and threats of sea, water and wind; we share a multilingual situation and we both have our own European minority language and culture; we also have less and less agriculture and more and more tourism.   | Hoofdstad van omliggend platteland<br>Eiland management<br>Dreiging van het water<br>Meertaligheid<br>Europese minderheidstaal en cultuur<br>Afnemende agricultuur<br>Toenemend toerisme |
| We are one of the less diverse areas of the Netherlands and need to work on the mix between old and new minorities.  | Weinig diversiteit<br>Mix tussen oude en nieuwe minderheden nodig  |
| The goal is to make our more than 10.000 foreign residents from more than 180 countries visible, and to make all of these people feel that Leeuwarden-Ljouwert is the multicultural city where they belong. We show Europe through multicultural events that European and Non-European minorities belong to this city and how they add to the diversity of cultural life in our city, a true minority capital.   | Leeuwarden wil multiculturele stad worden<br>Minderheidshoofdstad  |
| Fryslân was one of the first regions in the Netherlands where people became non-religious on a large scale. Nowadays it is a region of relatively broad religious diversity.   | Friesland eerste provincie waar men niet-relgieus werd<br>Tegenwoordig brede religieuze diversiteit  |
| The inhabitants in the area involved in the programme are proud of their tradition of doing voluntary work. When the common goal is formulated according to our <i>Mienskip</i> tradition, like projects which people understand and which speak to their hearts, Frisians are capable of mobilising themselves and implementing plans which seem impossible. By saying that 'people have to understand projects' we do not mean that projects have to be low profile, top down, easy-to-understand or specifically aimed at mass entertainment. The inborn curiosity of Frisians makes them open to the arts and they have a great will to contribute to experiments, probably because experience from the past has taught them that crazy-sounding plans often turn out to be artistic and emotional milestones in our common history. | Traditie van vrijwilligerswerk<br>Friezen hebben de capaciteit zich te mobiliseren en het onmogelijke mogelijk te maken<br>Nieuwsgierigheid<br>Open voor kunst en experiment             |
| In view of the fact that our city has a disproportionately high number of disadvantaged districts, special emphasis will be put on projects that participate with people from those parts of the city. It is not only that we here have twice as many households that live below the poverty line than the Dutch average (20% vs. 8% national average).  | Hoog aantal achterstandswijken<br>Meer dan twee keer zo veel huishoudens onder de armoedegrens dan het landelijk gemiddelde  |
| Since the turn of the last century, the focus of the economic policy of Fryslân has moved from infrastructure to innovation. We have not copied what was successful elsewhere, but we consciously chose to base policy on the comparative advantages of our own province. In other words, we make use of regional qualities, knowledge and   | Economische transitie van infrastructuur naar innovatie<br>Kopieert niet wat ergens anders succesvol is, maar gebruikt regionale kwaliteiten<br>Onbewuste kennis                         |



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| experience that are present in the province, the so-called 'tacit knowledge'.   | (Coërcief isomorfisme)<br>(Normatief isomorfisme)   |
| On a regional level the vision on the future of the EU funds means smart specialisation on the traditionally strong qualities of the province like water, energy, social inclusion (due to the <i>Mienskip</i> ) and the stimulus of releasing tacit knowledge (especially due to the many silent traditions). Placebased innovation is important in this vision. Smart specialisation strategies aim at concentrating resources resources on clusters, existing sectors and cross-sector activities especially in the field of eco-innovations in water technology   | Water<br>Energie<br>Sociale integratie<br>Onbewuste kennis<br>Stille tradities<br>Plaatsgebonden innovatie<br>Slimme specialisatie<br>Eco-innovatie<br>Watertechnologie<br><br>(Coërcief isomorfisme) |
| What is less known and is emphasised is that Fryslân has a strong entrepreneurial ethos with a characteristic dense web of small and medium sized companies. In the next years these companies are empowered to open up and work in a collaborative model. This means also they are encouraged to capitalise on Europe's creative potential and they are stimulated to think and act out of the box. Key in this strategy is that the small but strong group of creative and cultural entrepreneurs is stimulated to internationalise and take artists and cultural industry along in their slipstream.   | Sterke ondernemende ethos<br>Veel kleine en middelgrote ondernemingen<br>Samenwerkingsmodel<br>Kleine maar sterke groep van creatieve en culturele entrepreneurs<br>Internationalisering stimulerend  |
| Within the new Cohesion Policy, smart specialization focuses us at two aspects: research, technological development and innovation (R&I target), and access to and use of the quality of ICT (ICT target).  | Research<br>Technologische ontwikkeling<br>Innovatie<br>ICT<br><br>(Coërcief isomorfisme)   |
| Lwd2018 has a leading role in this vision where it is important for the region to realise again that diversity in Fryslân traditionally strengthens competition forces and resilience.  | Diversiteit zorgt voor competitie en veerkracht   |
| Next to the regional priorities, the city of Leeuwarden-Ljouwert focuses especially on our concern regarding sustainability of culture and ecology with initiatives around cultural aspects of the bio-based economy..  | Focus op culturele en ecologische duurzaamheid<br>Culturele aspecten van de bio-economie<br><br>(Coërcief isomorfisme)  |
| As a consequence of budget cuts in the eighties, Leeuwarden-Ljouwert lost important cultural facilities: a conservatory, an academy of fine arts and a symphony orchestra. In the nineties, and especially in 2000, the year of the Simmer 2000 festival, the city regained the insight that a vital cultural sector is crucial for the development of the city. The city and province invested in the cultural sector of Leeuwarden-Ljouwert as capital of Fryslân: a new theatre De Harmonie, a new centre for Frisian history and language Tresoar, a new art rental, a new house for the theatre company Tryater, new studies for theatre technique, drama and pop music at VET level, a teaching drama school came to the city, a new theatre school for youngsters, a new academy | Leeuwarden is de culturele hoofdstad van Friesland<br>Besef is doorgedrongen dat cultuur vitaal is voor de ontwikkeling van de stad<br><br>(Normatief isomorfisme)                                    |

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| for pop and media, the reallocation of the city's prison as a centre for artistic entrepreneurship and, as the cherry on the cake, the new Fries Museum with a new house for art house film. The restructuring of art education is still at stake. The consequence is a vast basis for Leeuwarden-Ljouwert culture but also for Fryslân, since most Frisian cultural organisations are based in the city.  |   |
| The belief of the authorities is that Leeuwarden-Ljouwert has, as capital of a province with 650.000 people, the infrastructure necessary for a successful ECoC. The problem of Leeuwarden- Ljouwert is that the coherence in society, the entrepreneurship, the belief of the people in the future of their culture and their community is not strong enough. And that is what we need ECoC for.  | Coherentie in de samenleving, ondernemerschap, geloof in toekomst van de eigen cultuur en gemeenschap ontbreekt   |
| The commonly felt responsibility as part of the <i>Mienskip</i> is key in our mobilization process. We can count on high commitment. In our part of Europe once commitment is there, there is shared responsibility. This is part of the <i>Mienskip</i> .   | Gedeelde verantwoordelijkheid<br>Betrokkenheid  |
| We feel that towards the time of presenting the first bid, our thorough way of developing, the well thought over budget and the seriously questioned use of Leeuwarden-Ljouwert becoming ECoC 2018, turns out to be a unique example of bottom-up and very sustainable artistic and democratic development. The legendary Frisian stubbornness has once again led to a unique result, and we would like to share this with Europe. Not some day in 15 years, but: now!   | Friese koppigheid<br>Bottom-up<br>Democratisch<br>Duurzaam  |
| National surveys show that Fryslân is not considered a peripheral region any more but as part of a world renowned natural park with a very specific landscape and culture.   | Friesland wordt gezien als perifere regio<br>Friesland is een natuurpark van wereldklasse met een specifiek landschap en cultuur  |
| Media coverage no longer speaks of Fryslân as just an agricultural-touristic area but also in relation to land created by man where man delivers creativity.   | Friesland wordt beschouwd als agriculturele toeristische regio<br>Friesland is ook creatief<br><br>(Normatief isomorfisme)  |
| As from 1999 onwards the approach towards culture is equally as important as 'hard' economic aspects. Important part of the vision is to position the city as the motor for development in regional, transnational and global context with a focus on water technology and water management. This was not an evident decision, bearing in mind the specific aspects of the tension between city and countryside in our province.   | Leeuwarden als motor van regionale, transnationale en globale ontwikkeling<br>Focus op watertechnologie en watermanagement<br><br>(Coërcief isomorfisme)                                    |
| In 2008 the concept 'Time for beauty' was introduced as an important pillar that aims to enforce the historic cultural potential of Leeuwarden-Ljouwert by connecting historic cultural traditions of Frisians with all kinds of minorities. The concept 'Time for beauty', as declared in the urban vision 'Fier verder 2020' (Proud Further 2020) is the leading concept in among others, the (inner) urban area development, improving spatial quality, enforcing the | Leeuwarden heeft cultuurhistorisch potentieel<br>Stedelijke herontwikkeling<br>Verbetering ruimtelijke kwaliteit<br>Culturele infrastructuur op peil houden<br>Verhoging aantal evenementen |

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| cultural infrastructure and increasing the number of events. It prepares the road for the Lwd2018 bid where a really wide definition of culture is used.   | (Coërcief isomorfisme)<br>(Normatief isomorfisme)   |
| One of the most beautiful ways to approach the city is by boat, like Venice. The two marinas in Leeuwarden-Ljouwert are among the most remarkable in the Netherlands. One of them is situated on the Northern edge of the city centre, in a park, with modern facilities for tourists. The city is an excellent base for water tourists because the city can easily be accessed through the dense network of recreational waterways across Fryslân.                              | De stad is net zoals Venetië per boot te bereiken<br>Jachthavens van Leeuwarden behoren tot de meest bijzondere van Nederland<br>Stad is een excellente plek voor watertoerisme<br>Recreatiewaterwegen  |
| The authentic historic centre of Leeuwarden-Ljouwert can best be visited by foot. All over 600 monuments in the city are within walking distance. All cultural locations in the city centre are within walking distance, many near or at the waterfront, like the city theatre. The Province of Fryslân is a true walking region. Leeuwarden-Ljouwert hosts a lot of larger and major walking and running events (Slachtemarathon, the Elfstedentocht on foot, Loop Leeuwarden). | Authentiek historisch centrum<br>600 monumenten<br>Alles per voet te bereiken<br>Friesland is een echte wandelregio<br>Leeuwarden host vele wandel- en hardloopevenementen  |
| The city is prepared for mass-tourism. The Province of Fryslân is a very popular destination for recreational water-sports.  | Stad kan massatoerisme aan<br>Friesland is een populaire bestemming voor recreatie watersport   |
| Leeuwarden-Ljouwert is the capital of a province where history, heritage and modern development are in constant dialogue. Around three million visitors annually join the Frisian inhabitants to enjoy the landscape with three great lake areas, more than 150 canals, rivers and waterways and hundreds of smaller lakes and ponds, routes for boats that connect 417 waterside villages, and even special routes for handicrafts lovers, pedestrians and cyclists.            | Hoofdstad van provincie<br>Historie, erfgoed en moderne ontwikkelingen in constante dialoog<br>3 miljoen bezoeker per jaar in Friesland<br>Landschap met 3 grote meren<br>150 kanalen, rivieren, grachten en waterwegen, honderden kleine meren en plassen, routes voor boten die 417 dorpen aan het water verbinden<br>Speciale wandel-, fiets-, en ambachtelijke routes |
| Our bid undoubtedly entails an ambitious and challenging approach. We live in difficult times and in a region which needs to turn around the negative spiral of decline of cultural self-confidence. So we believe it is right to be daring.   | Negatieve spiraal van daling cultureel zelfvertrouwen   |
| The desire for debate and lengthy conversations, which is so typical for our culture, provides us with a wonderful platform to connect with local people. It will also help us to build a model that leads to a positive transformation of our region's social development through the ECOC programme. It will move our deep sense of community into a modern, creative and competitive context.   | Friezen houden van debat en lange conversaties<br>Diep gemeenschapsgevoel<br>Transformatie nodig  |
| Strength: Our unique sense of community and identity   | Uniek gemeenschapsgevoel<br>Unieke identiteit   |
| The notion of <i>Mienskip</i> is the leading theme of our candidacy. Saving and enhancing our unique sense of  | Uniek gemeenschapsgevoel<br>Saamhorigheid   |

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| <p>community and togetherness is an important principle, now and in the long term. Frisian identity is highly meaningful for the candidature. It comes to life through our often praised self-reliance, a deeply rooted feeling of belonging together, a healthy pragmatism, subcutaneous pride, and last but not least the image of great reliability. We are people that have a track record of making things work, as from the moment we built terps and connected them together via dykes. In combination with the Frisian language, the typical features of our culture, the specific characteristics of the Frisian landscape (water, terps, forests and meadows) and among the highest density of villages per square kilometre, it all makes our province distinctive at European level. The worldwide known logo of the Frisian flag confirms this</p>   | <p>Zelfredzaamheid<br/>Gezond pragmatisme<br/>Onderhuidse trots<br/>Imago van grote betrouwbaarheid<br/>Friezen krijgen dingen gedaan<br/>Friese taal<br/>Typische cultuur<br/>Specifieke eigenschappen van het Friese landschap; water, terpen, bossen en weilanden<br/>Hoogste dichtheid dorpen per vierkante kilometer<br/>Uniek op Europees niveau<br/>Friese vlag</p> |
| <p>The direction we chose for this candidature matches the Frisian identity with its voluntary participation: bottom-up do-it-yourself, avoid becoming elitist, modest and a thoughtful allocation of (financial) means. We are bound to get things done, no frills and without self-praise. We are inventive, together we initiate, in authentic ways, finding stunningly simple solutions: these are the ingredients of the Frisian approach. We are what we are, we know what we are able to achieve, and we do what we say we do. As an illustration of the participation, we want to stress that, taking into account that on average the education level of the city and the region is lower, the average culture participation is relatively high. We see this in theatre visits and in participation in local museums, but also in the many voluntary activities and environmental cultural projects.</p> | <p>Vrijwilligerswerk<br/>Bottom-up<br/>Do-it-yourself<br/>Niet elitair<br/>Dingen gedaan krijgen<br/>Zonder franjes<br/>Zonder eigenroem<br/>Inventief<br/>Simpele oplossingen<br/>Authentieke manieren<br/>Ze zijn wie ze zijn<br/>Doen wat ze zeggen te gaan doen<br/>Weten wie ze zijn<br/>Hoge culturele participatie</p>  |
| <p>In secondary education (havo/vwo), the percentage of students in Leeuwarden- Ljouwert city choosing a cultural profile was 21% in 2010: 5% higher than on average in the Netherlands. In tertiary education, students more often choose for studies in language and culture (4,8% in Leeuwarden-Ljouwert versus 2,4% in the Netherlands, data from Dienst Uitvoering Onderwijs 2010). This is the generation that is ready by 2018 to be part of the team. On top of that, Fryslân has per capita the highest number of museums in the Netherlands.</p>  | <p>Meer dan gemiddeld kiezen havo/vwo leerlingen in Leeuwarden een cultureel profiel<br/>Meer dan gemiddeld kiezen studenten in Leeuwarden voor taal en cultuurstudies<br/>Friesland heeft per hoofd van de bevolking de meeste musea van Nederland</p>  |
| <p>During the last 15 years Leeuwarden-Ljouwert and Fryslân have invested in the cultural infrastructure: there is a large base of open air cultural events like Spanga or the Slachtemarathon. There is a new theatre, a new centre for Frisian language and history, festival terrains in open air, a renewed Fryske Akademy, a youth theatre school, a renewed ceramics museum the Prinsessehof, Tresoar, a new house for Frisian archive, library and literature, a new house for the Frisian theatre company Tryater, a new academy for pop and media, new housing for the studies 'teacher drama' and 'teacher fine arts', new (MBO) education for theatre technique, pop music and drama, a new festival Explore the North, small scale performance places in public space and, as the cherry on the cake (because of a large donation by</p>  | <p>Leeuwarden en Friesland hebben afgelopen 15 jaar geïnvesteerd in de culturele infrastructuur<br/>Veel nieuwe culturele faciliteiten<br/>Festivals en openlucht evenementen<br/>Theater<br/>Nieuwe kunstopleidingen<br/>Drie festivals met internationale netwerken: Oerol, Noorderlicht, Noordelijk Film Festival<br/>Solide culturele basis</p>                        |

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| legislation) a new Fries Museum. This, combined with the power of three festivals with international networks (Oerol, Noorderlicht and Noordelijk Film Festival), gives us a solid base.  | (Normatief isomorfisme)  |
| Frisian cultural identity ( <i>Mienskip</i> /community membership) is heightened with momentums. This happens with the rhythm of the seasons. An important part of Frisian culture lies in its competitiveness. Traditional Frisian sports like fierljeppen, keatsen and skûtsjesilen distinguish themselves not only by their seasonality, but also by their highly ritualised character. An event that is seasonal is the legendary Elfstedentocht, the internationally known open air skating tour which starts and ends in Leeuwarden-Ljouwert. Precisely because of the enormous effort and the rarity of the event the Elfstedentocht (1963, 1985, 1986, 1997) it has become a carnivalesque explosion of Frisian identity and solidarity, which is openly shared and celebrated with Frisians and Dutchmen alike | Mienskip<br>Gemeenschap<br>Momentums<br>Competitief<br>Traditionele Friese sporten<br>Elfstedentocht<br>Solidariteit   |
| Leeuwarden-Ljouwert started as one of the most innovative cities in the Netherlands with a new programme based on the civil society principles; citizens maintain public space themselves, there are teams for neighbourhood watch and more activities for children. This social interventions comes along with investments in infrastructure; new connecting highways, railways and waterways.   | Leeuwarden een van de meest innovatieve steden in Nederland op gebied van burgerschap en civiele samenleving<br><br>(Coërcief isomorfisme)   |
| Although Leeuwarden-Ljouwert is the centre of Fryslân, and with that has the social problems of a big city, by Dutch standards, the extra funding available for the size of the city, was not available until very recently. Also, a consequence of this policy is that both government organisations and industries are concentrated in the nearby bigger city of Groningen. Where we have the mass for support in the citizens, for volunteering and donations/tickets, that mass is not represented in large scale not-for-profit organisations and industries, nor is that mass represented in higher educated citizens.  | Leeuwarden centrum van Friesland<br>Sociale problemen van een grote stad<br>Overheidsinstellingen en industrie wordt niet door Leeuwarden gerepresenteerd<br>Leeuwarden representeert niet de hoog opgeleide bevolking<br><br>(Coërcief isomorfisme) |
| Although Frisians are very proud of their province, and when Frisians are in focus, like the top model Doutzen Kroes or the Olympic Winner Epke Zonderland, they are very proud. But on average, the Frisian identity is modesty and introversion. Inhabitants can't yet believe that European people are interested in the region. This awareness of the own unique culture and the hidden treasures is our chance of a possible ECoC in Leeuwarden-Ljouwert in 2018   | Friezen zijn trots op hun provincie<br>Doutzen Kroes<br>Epke Zonderland<br>Friese identiteit is bescheiden en introvert<br>Unieke cultuur  |
| The desired shift in scale and scope as well as the mental change, costs time and needs planning that does not always fit directly in the city's internal dynamics. For example, the city is restructuring a part of the arts education, to bring it from low participation to broad participation. The effect is that the infrastructure for those who already participated is less than what they used to have. This conflicts in public opinion with the ambition to be ECoC.  | Leeuwarden richt zich op cultuureducatie en brede participatie<br>Culturele infrastructuur voor vaste cultuurbezoekers is minder dan voorheen  |
| The primary motivations to volunteer are civic pride, a   | Friesland heeft een negatief   |

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| <p>desire to 'give something back' as long term residents of our region, and the will to turn around negative perceptions of Fryslân by providing a high quality experience to visitors. The cultural and social opportunities available to volunteers are secondary, although volunteers are enthusiastic about attending events and experiencing different cultural activities.</p>  | <p>imago<br/>Burgertrots<br/>Friezen doen veel<br/>vrijwilligerswerk</p>  |
| <p>Lwd2018 is a pioneer in a number of important themes whereby we promote our core quality through the following: the stimulation of the knowledge-based economy, specifically water technology and water management; the promotion of a biobased economy and the use of sustainable energy sources; the promotion of employment; education and higher scientific education; dealing with reductions and combating poverty</p>  | <p>Kenniseconomie<br/>Watertechnologie en<br/>watermanagement<br/>Bio-economie<br/>Duurzaam energiegebruik<br/>Armoedebestrijding<br/>Werkgelegenheid bevorderen<br/>Onderwijs en hoger<br/>wetenschappelijk onderwijs<br/>bevorderen</p> <p>(Coërcief isomorfisme)</p> |
| <p>Water relates to movement, dynamism and the natural flow which connect Frisians. It reflects an ecology that is constantly in motion. Dealing with changes is a key theme for Water. The programme Water refers to the natural way of linking together the inhabitants of our region as well as how it unites Europeans. Water provides a platform for knowledge and creativity from outside in. In this programme we search and select artists that may take us further. Frisians live, connect, and interact via water, canals, lakes and streams. (...) The programme also plays an important role in development of the bio-based economy of Leeuwarden-Ljouwert as one of the leading centres in Europe.</p> | <p>Water verbindt de Friezen<br/>Friezen leven, verbinden en<br/>interacteren via water<br/>Milieu bewust</p>   |
| <p>The Frisian language is an important part of Land. As the second official language of the Netherlands, Frisian is spoken in Fryslân, a small part of Groningen and in the northern part of Germany close to Denmark. Frisians recognise each other by their common language and (what is special) immediately feel at home as a family with the other; it creates togetherness. The programme Land is about the part of culture that stimulates identity formation.</p>   | <p>Friese taal is tweede officiële taal<br/>van Nederland<br/>Friese taal creëert<br/>verbondenheid</p>   |
| <p>Leeuwarden-Ljouwert is the city of water technology</p>   | <p>Stad van watertechnologie</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Leeuwarden-Ljouwert is a real 'water hub' for Europe</p>  | <p>Leeuwarden is waterhub van<br/>Europa</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Sport has been and still is one of the most important elements in the cultural identity of the Frisians. In competition with each other but also with foreign sports(wo)men, they re-discover the diversity in mindset. Sport is a culture in itself.</p>   | <p>Sport is belangrijk voor Friese<br/>cultuur<br/>Competitief</p>  |

## Bijlage J: Leeuwarden – Profilering – Thematisch coderen

### **Thema 1: Friese minderheidshoofdstad**

#### *Mienskip*

[Mienskip] [Gemeenschapszin] [Community] [Uniek sociaal leven] [Partnerschap] [Onderlinge afhankelijkheid] [Wederzijds respect] [Verlangen naar thuis] [Beschermend] [Gemeenschap stelt zich moeilijk open voor anderen] [Terpen] [Conservatief] [Diepgewortelde angst voor diversiteit] [Solidariteit] [Sociale structuur is meer gesloten en naar binnen gericht] [Afnemende tolerantie] [Toenemende onverschilligheid] [Gebrek aan interesse in de ander] [Weinig diversiteit] [Diep gemeenschapsgevoel]

#### *Minderheidscultuur*

[Minderheidshoofdstad] [Minderheidscultuur] [Minderheidscultuur staat onder druk] [Friese cultuur is perifeer] [Op Europees niveau is de Friese cultuur minder zichtbaar dan minderheden van hetzelfde formaat] [Friese minderheidscultuur is van hetzelfde formaat als de Baskische en de Welsh] [Friese cultuur wordt bedreigd door naburige dominante culturen] [Friese cultuur is vergelijkbaar met vele andere minderheidsculturen in Europa] [Friese cultuur wordt gezien als folklore en traditioneel, en niet als iets van nu] [Eigen tradities] [Culturele onderscheidenheid] [Meertaligheid] [Europese minderheidstaal en cultuur] [Unieke identiteit] [Friese taal] [Typische cultuur] [Friese vlag] [Friese taal is tweede officiële taal van Nederland]

#### *Mentaliteit en karakter*

[Friezen doen meest aan liefdadigheid en vrijwilligerswerk] [Succesvolle Friese bedrijven werken coöperatief] [Traditie van vrijwilligerswerk] [Egalitaire ethos] [Lange tijd nodig om beslissingen te nemen] [Friezen hebben de capaciteit zich te mobiliseren en het onmogelijke mogelijk te maken] [Sterke ondernemende ethos] [Gedeelde verantwoordelijkheid] [Betrokkenheid] [Bottom-up] [Democratisch] [Friezen houden van debat en lange conversaties] [Zelfredzaamheid] [Gezond pragmatisme] [Imago van grote betrouwbaarheid] [Friezen krijgen dingen gedaan] [Zonder franjes] [Zonder eigenroem] [Inventief] [Simpele oplossingen] [Authentieke manieren] [Ze zijn wie ze zijn] [Doen wat ze zeggen te gaan doen] [Weten wie ze zijn] [Nieuwsgierigheid] [Openheid] [Eerlijkheid] [Friese koppigheid] [Onderhuidse trots] [Friese identiteit is bescheiden en introvert]

#### *Sport*

[Momentums] [Competitief] [Traditionele Friese sporten] [Elfstedentocht]

### **Thema 2: Innovatieve bio- en waterstad**

#### *Watertechnologie*

[Watertechnologie] [Watermanagement] [Toonaangevende centrum van watertechnologie en watermanagement in 2020] [Eiland management] [Stad van watertechnologie] [Leeuwarden is waterhub van Europa] [Technologische vooruitgang]

#### *Duurzaamheid*

[Ecologisch burgerschap] [Respect voor de natuur] [Klimaatbewust] [Eco-innovatie] [Biodiversiteit] [Transformatie naar bio-economie] [Zelfvoorzienend in energie door biogas,

windenergie en zonne-energie] [Energie] [Focus op ecologische duurzaamheid] [Duurzaam energiegebruik] [Milieubewust]

#### *Kennis*

[Friesland heeft vele kennisinstututen] [Innovatieve houding] [Leeuwarden werkt aan universiteitscampus] [Economische transitie van infrastructuur naar innovatie] [Kopieert niet wat ergens anders succesvol is, maar gebruikt regionale kwaliteiten] [Plaatsgebonden innovatie] [Slimme specialisatie] [Research] [Technologische ontwikkeling] [Innovatie] [ICT] [Leeuwarden als motor van regionale, transnationale en globale ontwikkeling] [Kenniseconomie] [Onderwijs en hoger wetenschappelijk onderwijs bevorderen]

#### *Waterrecreatie*

[Waterwegen] [De stad is net zoals Venetië per boot te bereiken] [Jachthavens van Leeuwarden behoren tot de meest bijzondere van Nederland] [Excellente plek voor watertoerisme] [Waterrecreatie] [Landschap met 3 grote meren 150 kanalen, rivieren, grachten en waterwegen, honderden kleine meren en plassen, routes voor boten die 417 dorpen aan het water verbinden]

#### *De Wadden*

[De Wadden] [Natuur draagt bij aan kwaliteit van leven] [Leeuwarden hoofdstad van de Wadden] [Zeldzaam landschap in Europa] [Beschermd door Unesco]

#### *Leven met water*

[Altijd geleefd met dreiging van natuurkrachten] [Leven met water] [Terpen] [Strijd tegen het water] [Gevecht tussen natuur en mens heeft samenleving, cultuur en economie beïnvloed] [Band tussen natuur en cultuur] [Ecologie en cultuur verbonden aan water] [Dreiging van het water] [Water verbindt de Friezen] [Friezen leven, verbinden en interacteren via water] [Sociale structuur gevormd door water] [Structuur van kleine gemeenschappen die worden verbonden door water]

## **Thema 3: Plattelandsstad met sociale problemen**

#### *Sociale problemen*

[Cultuur in Leeuwarden lijkt in verval] [Leeuwarden wordt gezien als ruw, arm en individualistisch] [Onvoldoende jonge mensen om de samenleving economisch en sociaal te dragen] [Jongeren met problematische sociale achtergrond blijven, terwijl de getalenteerde ondernemende jongeren vertrekken] [Een van de armste regio's van Nederland] [Meeste werkeloosheid] [Lager opleidingsniveau vergeleken bij de rest van Nederland] [Percentage onopgeleide en laagopgeleide mensen is hoog] [Veel mensen in de bijstand] [Sociale structuur is meer gesloten en naar binnen gericht] [Afnemende tolerantie] [Toenemende onverschilligheid] [Gebrek aan interesse in de ander] [Weinig diversiteit] [Leeuwarden wil multiculturele stad worden] [Hoog aantal achterstandswijken] [Meer dan twee keer zo veel huishoudens onder de armoedegrens dan het landelijk gemiddelde] [Coherentie in de samenleving, ondernemerschap, geloof in toekomst van de eigen cultuur en gemeenschap ontbreekt] [Negatieve spiraal van daling cultureel zelfvertrouwen] [Leeuwarden representeert niet de hoog opgeleide bevolking] [Armoedebestrijding] [Werkgelegenheid bevorderen]

#### *Sociale innovatie*

[Innovatieve sociale projecten] [Leeuwarden verbindt creativiteit en cultuur aan sociale welvaartprojecten] [Sociale integratie] [Leeuwarden een van de meest innovatieve steden in Nederland op gebied van burgerschap en civiele samenleving] [Omgaan met moeilijke tijden]



*Stad versus platteland*

[Platteland is cultureel vruchtbaarder dan de stad Leeuwarden] [Sociale problemen van een grote stad] [Hoofdstad van omliggend platteland] [Stedelijke en plattelandsidentiteit] [Friesland wordt gezien als perifere regio]

*Platteland*

[Landbouw] [Dicht netwerk van boerderij gemeenschappen] [Vruchtbare bodem] [Kleine plattelandsgemeenschappen hebben aura van welvaart, rijkdom en trots] [Europese platteland] [Plattelandsgemeenschappen bestaan uit boeren en een kerk] [Structuur van kleine gemeenschappen die worden verbonden door water] [Meeste dorpen en gehuchten per vierkante kilometer in heel Europa] [Friesland is een natuurpark van wereldklasse met een specifiek landschap en cultuur] [Friesland wordt beschouwd als agriculturele toeristische regio]

## Bijlage K: Leeuwarden – Legitimering – Open coderen

| Tekstfragment  | Code   |
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| <p>All in all, this proves Leeuwarden-Ljouwert is fertile ground for cultural endeavours which flourish with the energy that comes along with the city candidating European Capital of Culture 2018. It makes the city a worthy competitor for the title. Leeuwarden-Ljouwert is full of potential, and with international exposure, we can live up to it.</p>   | <p>Leeuwarden is een waardige mededinger voor de titel<br/>Leeuwarden is een vruchtbare plek voor culturele activiteiten<br/>Leeuwarden kan z'n potentie waarmaken met de titel</p>  |
| <p>Our region has centuries long experience working on these themes in our part of Europe and this has resulted in what we call <i>Mienskip</i>: a deep sense of shared community thinking, which has emerged from a unique mode of social life. This concept is typically and to some extent exclusively part of the Frisian minority culture. However it is also universal to mankind, and currently under pressure in many European societies. That is why our message is: Europe needs more <i>Mienskip</i>.</p> | <p>Europa heeft <i>Mienskip</i> nodig<br/><i>Mienskip</i> is typisch en uniek Fries, maar relevant voor de hele mensheid</p>   |
| <p>We think that the possibilities we already have will inspire artists and creative thinkers to bring new concepts and new applications. An ECoC can help us to become one of the leading laboratories in Europe for a bio-based society.</p>   | <p>De mogelijkheden die Leeuwarden biedt zal kunstenaars en creatieve denkers inspireren<br/>De titel helpt Leeuwarden een van de toonaangevende laboratoria in Europa te worden op het gebied van de bio-samenleving</p> <p>(Coërcief isomorfisme)</p>  |
| <p>ECoC comes with strong creative thinking on a level we cannot bring ourselves. European Capital of Culture in Leeuwarden-Ljouwert in 2018 (Lwd2018) strengthens our European networks with successful initiatives elsewhere on a scale that would take us by ourselves a longer time.</p>   | <p>De Culturele Hoofdstad zorgt voor creatief denken op een niveau wat Leeuwarden zelf niet heeft<br/>Door de titel zou Leeuwarden haar Europese netwerk kunnen versterken en gebruik kunnen maken van succesvolle initiatieven elders die Leeuwarden zelf veel meer tijd kosten</p> <p>(Coërcief isomorfisme)</p> |
| <p>In retrospect, we think that all over Europe bio-based cultural changes have to take place, for the future of our continent. We open the channels to our European network, import creativity and knowledge and export bio-based concepts.</p>   | <p>In heel Europa zijn biologisch gebaseerde culturele veranderingen nodig voor de toekomst van het continent<br/>Leeuwarden zet haar Europese netwerk in en exporteert biologisch gebaseerde concepten</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Bringing back a sound balance between city and countryside is one of the key issues we want to address with Lwd2018. Cities are amongst the greatest</p>  | <p>Balans terugbrengen tussen stad en platteland is een van de kernissues<br/>Aantonen dat heel Friesland</p>  |

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| <p>inventions by human kind. They are breeding spots of economic innovation and cultural and political renewal. Whereas the fertility of the cultural landscape is higher in cities, Frisians oppose this idea, and often feel that the countryside is more fertile in terms of their culture. Oddly enough, this same culture arose and developed in the cities. Bringing back a balance and showing that the entire land of Fryslân is fertile in terms of culture is a key challenge.</p>  | <p>vruchtbaar is op cultureel gebied</p>  |
| <p>One of our hopes is that the dream of the creative class comes true: to live with one leg in the citymetropolis and the other in the countryside. Close to the food production chain with a well-connected and work-life balanced lifestyle. With this bid we wish to strengthen a European network of cities in similar positions.</p>  | <p>Leeuwarden hoopt dat de droom van de creatieve klasse waar wordt<br/>Een been in een metropolis en een been in het platteland<br/>Gebalanceerde werk- en levensstijl<br/>Door de titel het Europese netwerk van steden in dezelfde positie versterken</p> <p>(Coërcief isomorfisme)<br/>(Normatief isomorfisme)</p>  |
| <p>The Frisian culture is doubly peripheral: both in relation to the Netherlands, and in relation to the European mainland. At European level, the Frisian culture is less visible than other minorities of similar size, like for example Basque and Welsh. Its peripheral condition is shared with many cultures in diverse Europe. Many of them, like ours, are endangered by the neighbouring dominant cultures. That is why we think that this problem must be put onto the wider European agenda in order to protect them, and in this way help to secure and protect European diversity in general.</p>  | <p>Op Europees niveau is de Friese cultuur minder zichtbaar dan andere minderheidsculturen van dezelfde grootte<br/>Perifere conditie van de Friese cultuur is vergelijkbaar met vele andere culturen in Europa<br/>Bedreiging van minderheidsculturen is een probleem wat op de Europese agenda moet<br/>Minderheidsculturen in Europa moeten beschermd worden<br/>Op deze manier helpt Leeuwarden mee aan de bescherming van Europese diversiteit</p> <p>(Coërcief isomorfisme)</p> |
| <p>One out of seven Europeans live in a region where there is a minority culture. Part of their daily lives is to live in two or three cultures at the same time, something that trains their flexibility. We need to relearn this lesson, as in the past, when Fryslân and Leeuwarden-Ljouwert were known for religious tolerance. A decline in tolerance and indifference is against Europe's founding values, favouring dialogue based on equality, mutual recognition and non-discrimination. That is why we see it as a challenge to our community to relearn the lessons of how to embrace diversity.</p> | <p>Tolerantie neemt af en onverschilligheid neemt toe in Friesland, en dat gaat in tegen de Europese waarden van dialoog, gelijkheid en erkenning<br/>Friesland moet weer leren om diversiteit te omarmen</p> <p>(Coërcief isomorfisme)</p>   |
| <p>Moreover we do not make use of natural-cultural and ethnic diversity as a driving force for change in society. We believe that being able to coexist and even work with the 'other' and the different is essential for the survival of our culture in an expanding world. Culture helps to interpret social realities that are increasingly</p>  | <p>Leeuwarden2018 is essentieel in het proces van leren om te gaan en gebruik te maken van culturele en etnische diversiteit</p> <p>(Coërcief isomorfisme)</p>  |

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| marked by globalisation, interdependence and diversity. Lwd2018 is an essential element in this relearning process.   |  |
| We believe that the vulnerability of minority cultures calls for deeper reflection and wider concern.   | Kwetsbaarheid van minderheidsculturen vraagt om diepere reflectie en grotere aandacht<br><br>(Coërcief isomorfisme)  |
| Identity draws upon many sources of our history and heritage. It constantly shifts and grows richer through contact with others and the intermixing of different cultures. Through an intercultural dialogue between old and new minorities, we will help to secure and protect European diversity  | Interculturele dialoog helpt Leeuwarden om Europese diversiteit te waarborgen en beschermen<br><br>(Coërcief isomorfisme)  |
| We also believe that should Frisian culture diminish, this would inevitably result in a loss of European richness and diversity, and therefore to stability in Europe.  | Mocht de Friese cultuur verloren gaan, dan is dat een verlies voor de Europese verscheidenheid en diversiteit en daarmee ook voor de stabiliteit van Europa<br><br>(Coërcief isomorfisme)  |
| The key issue, which we want to address in Lwd2018, is embracing diversity; going beyond your own borders and reach out to those outside your own immediate horizon.  | Diversiteit omarmen is kernissue van Lwd2018<br><br>(Coërcief isomorfisme)   |
| We see building a <i>Terp</i> as a strong metaphor for making creative ecosystems where solutions grow for the problems of our times. A terp can only arise, if there is a strong community to build it. We think that both Europe and Leeuwarden-Ljouwert need places for new creative concepts. With this bid we want to rediscover and use the power of small-scale community thinking and participation. All over Europe there are strong examples of community power that are empowered by activities proposed in this bid. We want to meet these communities, intermingle and cooperate with them to strengthen Europeans and therewith strengthen ourselves. | Zowel Europa als Leeuwarden hebben plekken nodig waar nieuwe creatieve concepten kunnen ontstaan<br>De kracht van kleine gemeenschappen gebruiken<br>Andere gemeenschappen in Europa ontmoeten en samenwerken<br>Europa versterken en daarmee Friesland versterken<br><br>(Coërcief isomorfisme) |
| It works in a circle: powered by the creativity and sense of community on a European scale, a Lwd2018 is able to work on the three major themes as stated before. These themes themselves have the potential to be tipping points for debates on a European scale again.  | Titel brengt creativiteit en gezamenlijkheid<br>Gekozen thema's zijn belangrijk voor Europees debat  |
| The results of these three programmes are terps for the benefit of the city, the bid area and to the benefit of small communities all over Europe, no matter whether they are in cities or in the metropolises. Speaking in our metaphor, Europeans need more <i>Mienskip</i> . We will build <i>Terps</i> that symbolize places that bring the transformation Europe needs. From the terps we oversee the water and the land and raise the horizons of all Europeans.  | Resultaten van de drie programmaliijnen zijn in het voordeel van de stad, regio en van de kleine gemeenschappen in heel Europa<br>Europa heeft meer <i>Mienskip</i> nodig<br>Horizon verbreden van alle Europeanen<br>Metaforische terpen bouwen die   |

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|   | Europa de transitie brengen die het nodig heeft  |
| Our main challenge is to bridge successful European initiatives that work on a mix of ecology, diversity and culture, and the experience there is in the Netherlands with the mix of these topics.  | Bruggen leggen tussen Europese initiatieven op het gebied van ecologie, diversiteit en cultuur en de in Nederland aanwezige kennis op dit gebied   |
| Lwd2018 is about three major concerns that are relevant both on a regional and a European scale   | Lwd2018 gaat over drie belangrijke thema's die zowel op regionale als Europese schaal relevant zijn  |
| We see these themes as key for human development on our continent.  | De thema's zijn essentieel voor de menselijke ontwikkeling in Europa   |
| We do not succeed if we do not have our citizens behind this bid, and we work hard on their understanding and commitment. A European Capital of Culture grows through its citizens. This candidature is a 20-year process (2007-2013-2018-2023-2028) that involves our citizens in order to transform   | Kandidatuur is een 20 jaar durend proces<br>Inwoners worden sterk betrokken<br>Transformeren<br><br>(Coërcief isomorfisme)   |
| The ultimate goal will be to leave a legacy of Leeuwarden-Ljouwert as the stimulating platform inside the Frisian culture that stimulates cultural self-confidence.   | Doel is Leeuwarden als stimulerend platform binnen de Friese cultuur na te laten   |
| In terms of social capital, 60% of the children that live in Leeuwarden-Ljouwert below the Dutch poverty line have participated in events in the year 2018. Further, more than 60% of citizens in Leeuwarden-Ljouwert/Fryslân say that ECoC developed more pride, joy, social cohesion and optimism for the people by the first day in 2019.  | 60% van de kinderen onder de armoedegrens moet hebben deelgenomen aan de activiteiten in 2018<br>Meer dan 60% van de mensen moet erkennen dat het evenement heeft gezorgd voor meer trots, vreugde, sociale cohesie en optimisme<br><br>(Coërcief isomorfisme) |
| In the field of image and identity 75% of citizens in Leeuwarden-Ljouwert/Fryslân have the feeling the ECoC is 'their' project in 2018 – having seen earlier collaborative mass projects, this must be feasible – however ambitious it sounds, and 35% of citizens know what is meant by <i>Mienskip-New-Style</i> , they feel it has been propelled by ECoC 2018 and they put it into practice in daily living by the first day of 2019. | 75% van de inwoners moeten het gevoel hebben dat het evenement van hen is<br>35% van de mensen weet wat <i>Mienskip-New-Style</i> is en past het toe in het dagelijks leven vanaf 2019   |
| On the first day of 2019 50 million people worldwide have heard of Leeuwarden-Ljouwert.   | In 2019 hebben 50 miljoen mensen wereldwijd gehoord van Leeuwarden<br><br>(Coërcief isomorfisme)   |
| In terms of cultural vibrancy there are 15% more sustainable international students by the first day in 2019.   | 15% meer internationale studenten in 2019<br><br>(Coërcief isomorfisme)  |
| 3 million extra visitors in 2018 contribute to economic growth and 90% of visitors state by the first day of 2019 that they would come back to the region for culture/holiday/leisure.  | 3 miljoen extra bezoekers in 2018<br>90% zegt ooit nog terug te komen<br><br>(Coërcief isomorfisme)  |

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| <p>Due to the gained physical and virtual environment 30% of the visitors could imagine living in the region by the first day in 2019.</p>  | <p>30% van de bezoekers zegt zich voor te kunnen stellen in de regio te kunnen wonen</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Land in our concept stands for finding a new stability in the urban and rural identity and building bridges between city and countryside, which respects the specific structure of society which emerged from our landscape. Continuity and identity are cornerstones for Land. It symbolises for us the stability of material life and culture which, whilst living with the uncertainties we were exposed to by history and nature, we have never fully enjoyed, and we have therefore lived our lives longing, working and fighting for a stable means of living. Land is therefore also about language as a carrier of the experiences of how we lived through those uncertainties. With this theme we invite Europeans to participate in the further development of our identity.</p> | <p>Bruggen bouwen tussen stad en platteland<br/>Balans tussen stad en platteland<br/>Continuïteit en stabiliteit<br/>Taal<br/>Europeanen uitnodigen om te participeren in de ontwikkeling van de Friese identiteit</p>  |
| <p>Horizon in our concept stands for the longing to open the windows, to flight and to explore. Daring to be open for new ideas, concepts, cultures and people. Understanding the 'own' culture through meeting 'the other'. Going beyond your own borders and diversity are key themes in Horizon. By invoking the element of Horizon we have in mind the symbolic aspects of Frisian culture, especially the seemingly intangible, fleeting and unpredictable, yet all-powerful character. For Europeans there is the chance to bring a fresh wind that opens up culture below sea level and brings guts to go deep into our habits, hidden relationships and secret correlations.</p>  | <p>Exploreren<br/>Horizon verbreden<br/>Openstaan voor nieuwe ideeën, culturen en mensen<br/>Diversiteit<br/>Kans voor Europeanen om een frisse wind in de Friese cultuur te brengen</p> <p>(Coërcief isomorfisme)</p>  |
| <p>We see culture not only as all kinds of expressive activity that you need a ticket for. We focus on the broader sense, the possibility of people to develop cultural self-consciousness. Culture includes all kind of reflection on culture: introspection via imagination, rituals, myths, religion, ideology, philosophy and culture science. In this bid we see culture in the wider sense, as the way we experience life; culture is the way we live.</p>  | <p>Cultureel zelfbewustzijn<br/>Cultuur in de breedste zin van het woord</p>  |
| <p>Our vision is a cultural life that encourages communality, creative activity, sensitivity to the environment, learning and generosity. It develops a place where culture is the cornerstone of our city's aspiration to be a platform of encounter, to be a better place to live in. The values of this bid are to live in mutual respect, in openness and without fear of diversity.</p>  | <p>Gemeenschapszin<br/>Creatieve activiteit<br/>Milieubewustzijn<br/>Leren<br/>Vrijgevigheid<br/>Wederzijds respect<br/>Openheid<br/>Geen angst voor diversiteit<br/>Leeuwarden als platform voor ontmoeting<br/>Betere plek om te leven worden</p> <p>(Coërcief isomorfisme)</p> |
| <p>Our mission is to generate energy that creates a</p>   | <p>Openstellen</p>  |

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| <p>movement; to open up and enable new connections which make Leeuwarden-Ljouwert the intellectual centre of the minority cultures in Europe.</p>   | <p>Nieuwe connecties<br/>Leeuwarden als intellectueel centrum van minderheidsculturen in Europa</p>  |
| <p>The applicant for the title of European Capital of Culture 2018 is the city of Leeuwarden-Ljouwert with 105.000 inhabitants (in 2013). Since Fryslân is responsible for preserving and developing the culture, the provincial government provides direct and unconditional backup. The Province of Fryslân has almost 650.000 inhabitants and contains 419 villages, more than half of which have no more than 500 inhabitants each. Supporting partners to the bid of Lwd2018 are the five principal surrounding municipalities: Súdwest Fryslân (with Sneek as capital of this municipality), Heerenveen (Heerenveen), Smallingerland (Drachten), Dongeradeel (Dokkum) and Franekeradeel (Franeker). The neighbouring provinces of Drenthe and Groningen have declared to stand behind the bid of Lwd2018. The German regions Ostfriesland and Nordfriesland have also declared to support the application. Together the five supporting towns, two provinces and two regions give the bid a critical mass in terms of resources, cultural infrastructure, networks and artistic excellence.</p> | <p>Leeuwarden heeft de steun van vijf omliggende steden, twee provincies en twee regio's<br/>Voldoende kritische massa in termen van middelen, culturele infrastructuur, netwerken en artistieke excellentie</p>     |
| <p>We also think a European Capital of Culture is an opportunity to test the traditional Dutch way of culture policymaking. We wish to experiment with the current model where the (local) government pays and the institutions perform, making it a more open model with a wider understanding of culture.</p>   | <p>Titel biedt de mogelijkheid om te experimenteren met de traditionele Nederlandse manier van cultuurbeleidsvorming<br/>Experimenteren met nieuw, meer open model van cultuurbeleid en een breder cultuurbegrip</p> |
| <p>Culture in the city vision can only be seen in the connection to other issues in society; culture goes with environment, sports, innovative welfare policy and creative industry. The city sees the role of art and culture where it influences the city in terms of social relations, sustainability and economy. Because of this candidacy the understanding of the definition of culture has become remarkably wider.</p>   | <p>Het cultuurbegrip van de stad is door de kandidatuur veel breder geworden</p>   |
| <p>With co-productions and an 'artists in residence' programme we challenge regional and international amateur and professional artists to bring art to unexpected places and participate in the development of the city. The audience is developed by inviting people to participate that normally are not involved in art. We want to listen to their needs and facilitate citizens and visitors to experience public space as art. Monuments, shops, canals, cultural centres, small hidden open places, they all can be a platform for creating and presenting art. In the perspective of ECoC this means inviting artists from abroad to live and work in the city on visible initiatives.</p>   | <p>Buitenlandse kunstenaars uitnodigen te komen leven en werken in Leeuwarden<br/><br/>(Coërcief isomorfisme)</p>  |
| <p>The city is a creative space for talent development . (...) Culture institutions, in our opinion, have to be very</p>  | <p>De stad als creatieve plek voor talentontwikkeling</p>  |

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| <p>open to the involvement of young artists. We expect that we enrich the climate of the city to that extent that they stay to live in the region. Working on the programme of ECoC, we organize exchanges between people from the educational field in the city and those European countries that have a rich tradition of art in school. With the new experience, Leeuwarden-Ljouwert wants to redesign education with the aim of structural high quality art education (both doing and visiting) in a vivid exchange with the cultural environment.</p>   | <p>Het leven in de stad verrijken zodat jonge kunstenaars er blijven wonen<br/>Kunsteducatie herontwerpen</p> <p>(Normatief isomorfisme)<br/>(Coërcief isomorfisme)</p>   |
| <p>The city is a public meeting room. In the city artists and audience meet, interact and give meaning to art. It is the environment in which children and adolescents grow up, go to school and, via culture education step into the world of art and culture. Leeuwarden-Ljouwert is also the environment in which citizens live in a dynamic environment of art, culture, education and enterprises that feeds them with creativity. In several initiatives in the Structure of the Programme we organise creative laboratories in which artists, scientists, talents and entrepreneurs cooperate. The aim is to create spin off.</p> | <p>De stad als openbare ontmoetingsplek<br/>Dynamische omgeving waar kunst, cultuur, educatie en ondernemingen de inwoners voeden met creativiteit<br/>Creatieve laboratoria waarin kunstenaars, wetenschappers, talent en ondernemers samenwerken</p> <p>(Normatief isomorfisme)</p>   |
| <p>The candidacy stands in line with other initiatives of similar size and impact in the city and the Province of Fryslân. The cultural and social laboratories are an essential part of the city's longterm strategy for development, since the city needs talented, inclusive and creative future leaders.</p>   | <p>Kandidatuur staat in lijn met andere initiatieven van de stad en provincie<br/>Programma draagt bij aan de lange termijn ontwikkelingsstrategie van de stad<br/>Leeuwarden heeft getalenteerde creatieve toekomstige leiders nodig</p> <p>(Coërcief isomorfisme)</p>   |
| <p>For the city of Leeuwarden-Ljouwert candidating and possibly implementing an ECoC is a huge impulse to creativity, the kind of interruption that gives power to the changes Leeuwarden-Ljouwert and Fryslân need. Beyond 2018 Leeuwarden-Ljouwert expects that art and creativity is a major factor in the economical, technological, ecological and social field.</p>  | <p>De kandidaatstelling en mogelijke daadwerkelijke uitvoering van de Culturele Hoofdstad is voor Leeuwarden een enorme impuls voor creativiteit<br/>Titel brengt de verandering op gang die Leeuwarden nodig heeft<br/>Na 2018 zullen kunst en cultuur een grote rol spelen in het economische, technologische, ecologisch en sociale veld</p> <p>(Coërcief isomorfisme)</p> |
| <p>In the event that both cities are selected, Valletta V.18 and Leeuwarden-Ljouwert Lwd2018 have signed an agreement for collaboration in the fields of interest in agriculture, education and multilingualism. In the way we organise the program, we agreed to cooperate on the level of evaluation and within integrating arts and business in private and public organisations through our work-method</p>  | <p>Als Leeuwarden de titel krijgt zal het gaan samenwerken met Valletta<br/>Samenwerking met Valletta op gebied van agricultuur, educatie en meertaligheid<br/>Samenwerking met Valletta op gebied van evaluatie en de integratie van kunst en bedrijfsleven</p> <p>(Mimetisch isomorfisme)<br/>(Coërcief isomorfisme)</p>  |



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| <p>Both teams believe though that successful collaboration starts on the personal level so we have met in person and spoken extensively about similarities: we are both capitals of the surrounding rural areas; we both have to deal with island management and threats of sea, water and wind; we share a multilingual situation and we both have our own European minority language and culture; we also have less and less agriculture and more and more tourism. All similarities have the potential for concrete cooperation and there are already warm on-going connections between the people in our cities. We would like to build upon these for further cooperation.</p> | <p>Leeuwarden en Valletta hebben veel overeenkomsten<br/>Er zijn al warme banden tussen Leeuwarden en Valletta<br/><br/>(Mimetisch isomorfisme)<br/>(Coërcief isomorfisme)</p>   |
| <p>Leeuwarden-Ljouwert and Valletta base their joint evaluation on the Impacts 08 method as developed by Liverpool08. Leeuwarden-Ljouwert organizes joint workshops yearly from 2014 onwards. For a conference early in 2018 in Valletta, we are invited to be co-organiser. Exchange of members of our evaluation team is a source of untapped potential. Joint effort is also put into cooperation with the ECoCs of 2017 and 2019.</p>   | <p>Leeuwarden en Valletta zullen hun evaluatie baseren op de Impacts08 methode ontwikkelt door Liverpool08<br/>Leeuwarden zal gezamenlijke workshops organiseren met Valletta<br/>Leeuwarden zal samen met Valletta een conferentie organiseren<br/>Leeuwarden zal samenwerken met de Culturele Hoofdsteden van 2017 en 2019<br/><br/>(Coërcief isomorfisme)</p> |
| <p>Via Oerol we also cooperate with other festivals on the Islands in the Waddenland, In Situ, the European network for artistic creation in public space with, among others Artopolis Association-PLACCC Festival, Atelier 231, Street-Art National Centre, Consorzio La Venaria Reale, Ctyri dny, Châlon dans la Rue Festival, L'Abattoir, Street-Art National Centre, Fundación Municipal de Cultura, La Strada, Les Tombées de la nuit, Lieux publics, Centre national de création, Norwich &amp; Norfolk Festival in Norwich and UZ Arts.</p>  | <p>Leeuwarden zal samenwerken met verschillende festivals in een Europees netwerk</p>  |
| <p>The goal is to make our more than 10.000 foreign residents from more than 180 countries visible, and to make all of these people feel that Leeuwarden-Ljouwert is the multicultural city where they belong. We show Europe through multicultural events that European and Non-European minorities belong to this city and how they add to the diversity of cultural life in our city, a true minority capital.</p>   | <p>10.000 allochtonen in Leeuwarden zichtbaar maken<br/>Allochtonen het gevoel geven dat Leeuwarden een multiculturele stad is waar ze thuishoren<br/>Europa laten zien dat Leeuwarden een echte minderheidshoofdstad is</p>   |
| <p>We cooperate and set joint actions with those areas and groups of people where there is <i>Mienskap</i> in Europe. Usually these are to be found in rural areas, they tend to be well developed in minority cultures but also are present in small communities inside European cities and metropolises. With these groups of people we work with cultural interventions on togetherness and self-reliance, and on fruitful openness towards other cultures and innovation.</p>   | <p>Samenwerken met andere gemeenschappen in Europa<br/><br/>(Coërcief isomorfisme)</p>   |
| <p>We share our knowledge and experience through people-to-people connections for addressing current</p>  | <p>Kennis en ervaring delen<br/>Actuele Europese kwesties</p>  |

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| <p>European issues. For example, the position of banks and corporations is heavily under debate in Europe, drastic rethinking of the public sector is going on. In our region there is strong experience with cooperatives, and the oldest unions of voluntarily collaborating and sharing services of the Netherlands come from here. We would like to use the ECoC platform to share our experience with cooperatives, not only in the corporate and agricultural sectors, but especially in arts and culture and where possible in cross-over cooperation between art and business. We initiate cooperation and joint actions with other Europeans that also have a strong tradition of cooperative working, like the Basque Country</p> | <p>behandelen<br/>         Positie van banken en bedrijven<br/>         Publieke sector heroverwegen<br/>         Het Culturele Hoofdstad platform gebruiken om de Friese ervaring met coöperaties te delen<br/>         Samenwerking met andere Europese regio's die ervaring hebben met coöperatief werken</p>          |
| <p>We focus on thematic networks to exchange with other regions in Europe in order to strengthen our traditional and newly developed cultural products. For example this includes working with networks in the field of agribusiness and working with the network of Creative Smaller Cities.</p>   | <p>Uitwisseling met andere regio's in Europa om traditionele en nieuw ontwikkelde culturele producten te versterken<br/>         Werken met netwerk op het gebied van agricultuur<br/>         Werken met het netwerk van Creatieve Smaller Cities</p> <p>(Normatief isomorfisme)<br/>         (Coërcief isomorfisme)</p> |
| <p>Apart from the networks already mentioned we wish to increase our stable long-term relationships with other cities and parts of Europe by focusing on thematic networks that we are strong at. For example in the field of water technology, crossovers with culture offer playing fields for international artistic exchange and research. A strong part of this initiative is Leeuwarden-Ljouwert as Capital of Water Technology.</p>  | <p>Aantal duurzame lange termijn relaties met andere Europese steden op de sterke gebieden van Leeuwarden verhogen, zoals watertechnologie</p> <p>(Coërcief isomorfisme)</p>  |
| <p>For regional products the exchange with other regions in Europe is of particular interest, as together with other European minority cultures we can develop a complete new and authentic range of regional crafts. With a broad assortment of distinctive handmade items we have the power to enter larger, and also urban markets that would be out of reach with a limited amount of products.</p>   | <p>Samen met andere Europese minderheidsculturen een nieuw en authentiek scala aan regionale ambachtelijke producten ontwikkelen</p> <p>(Coërcief isomorfisme)</p>  |
| <p>We believe the three main themes of this bid are crucial for the future of Europe and play a role in European integration.</p>   | <p>De drie gekozen thema's zijn cruciaal voor de toekomst van Europa en voor Europese integratie</p> <p>(Coërcief isomorfisme)</p>  |
| <p>We are also pragmatic and do not try to pretend to be different from who we are, we raise the interest of Europeans by being authentic, by coming up with themes that interest Europeans and by being original. There is a mass of people to attract to high level authentic activities and we look forward to that. With social media it is possible to mobilise, for real, but also for a virtual visit. The power of just being ourselves is</p>  | <p>Leeuwarden is pragmatisch, doet zich niet anders voor dan het is, en trekt de aandacht van Europeanen door authentiek en origineel te zijn en met relevante thema's te komen<br/>         Authentieke activiteiten van hoog niveau<br/>         Kracht van gewoon jezelf zijn</p>                                      |

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| strong.  | (Normatief isomorfisme)  |
| Participation is at the heart of our application. We have put in place a strategy whereby a participation criterion is a requirement in the development of the three programmes, at the same level as the European dimension, and the city and citizens indicators. Currently 70% of our projects in the arts programme have a participation component with a focus on social change.  | Participatie vormt het hart van de kandidatuur<br>70% van de projecten is gericht op sociale verandering en participatie   |
| In the future Creative Europe programme we will apply for funding to stimulate our cultural operators so they can develop skills and knowhow to facilitate adjustment to the digital shift.  | Leeuwarden zal subsidie gaan aanvragen via het Creative Europe programma<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme)  |
| Our target groups are the very young, the young adults & golden hearts, the minorities and the underprivileged.  | Doelgroepen zijn kinderen, jong volwassenen, ouderen, minderheden en de minderbedeelden  |
| The belief of the authorities is that Leeuwarden-Ljouwert has, as capital of a province with 650.000 people, the infrastructure necessary for a successful ECoC. The problem of Leeuwarden- Ljouwert is that the coherence in society, the entrepreneurship, the belief of the people in the future of their culture and their community is not strong enough. And that is what we need ECoC for.  | Leeuwarden heeft de infrastructuur om een succesvolle Culturele Hoofdstad te zijn<br>Leeuwarden heeft de titel nodig om coherentie in de samenleving, ondernemerschap en een geloof in de eigen gemeenschap, cultuur en toekomst te bewerkstelligen                          |
| Because of the cuts on existing cultural activities, there now is a greater awareness of ECoC as a vehicle for coherent and consistent cultural, social and economic change. This understanding is new to many of our citizens and to some of our cultural professionals. It means that we really want this candidacy, because we know and feel that we need it.   | Titel als middel voor coherente en consistente culturele, sociale en economische verandering<br>Leeuwarden wil de titel erg graag, omdat ze voelt dat ze het nodig heeft<br><br>(Coërcief isomorfisme)   |
| The examples we present provide opportunities to cities and regions that are not covered with top end cultural infrastructures.  | Voorbeelden laten zien die relevant zijn voor steden en regio's zonder een kwalitatief hoge culturele infrastructuur   |
| Our programmes ensure strong cooperation of artists and entrepreneurs (in the @work-method). The same counts for artists and scientists, for example in water technology. We think that the scale in which we envisage organising this cooperation is innovative in the Netherlands.   | Samenwerking tussen kunstenaars en ondernemers, en tussen kunstenaars en wetenschappers op een schaal die innovatief is in Nederland   |
| We feel that towards the time of presenting the first bid, our thorough way of developing, the well thought over budget and the seriously questioned use of Leeuwarden-Ljouwert becoming ECoC 2018, turns out to be a unique example of bottom-up and very sustainable artistic and democratic development. The legendary Frisian stubbornness has once again led to a unique result, and we would like to share this with Europe. Not some day in 15 years, but: now! | Grondige manier van ontwikkelen<br>Doordacht budget<br>Weloverwogen gebruik van de titel<br>Uniek voorbeeld van een bottom-up en duurzame artistieke en democratische aanpak<br>Friese koppigheid heeft geleid tot uniek resultaat wat Leeuwarden graag met Europa wil delen |

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| We use the framework of directives of the European Capitals of Culture Policy Group for presenting our targets.  | Leeuwarden gebruikt de richtlijnen van de European Capitals of Culture Policy Group om haar doelen te formuleren<br><br>(Coërcief isomorfisme)  |
| Increased attractiveness of the city resulting in more qualified labour willing to live in Leeuwarden-Ljouwert.  | Verhoogde aantrekkelijkheid van de stad leidt tot meer hoog opgeleide werknemers die in Leeuwarden willen wonen<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme)                                |
| 20% annual increase in jobs in the creative and cultural sector 2014-2023.   | 20% meer banen in de creatieve en culturele sector<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme)   |
| 5% more students each year at the 3 universities of applied sciences and the UCF university in Leeuwarden-Ljouwert 2017-2023.  | 5% meer studenten per jaar<br><br>(Coërcief isomorfisme)  |
| Improved tourism, especially culture tourism and experience tourism.   | Verbeterd cultuurtoerisme en ervaringstoerisme  |
| New breeding grounds for creative industries in 35% of the villages in our territory.  | Nieuwe creatieve broedplaatsen in 35% van de steden<br><br>(Normatief isomorfisme)  |
| 90% of the citizens of Leeuwarden-Ljouwert and Fryslân think that the ECoC makes a difference in the city and region; that there is more variety in cultural activities and other events in 2023 previously measured at 64% in 2009 and 68% in 2011. | 90% van de mensen vindt dat de titel een verschil maakt<br>Meer variëteit aan culturele activiteiten en evenementen in 2023<br><br>(Coërcief isomorfisme)   |
| National surveys show that Fryslân is not considered a peripheral region any more but as part of a world renowned natural park with a very specific landscape and culture.   | Friesland wordt niet meer gezien als een perifere regio maar als een wereldbekend natuurpark met een specifiek landschap en cultuur   |
| Media coverage no longer speaks of Fryslân as just an agricultural-touristic area but also in relation to land created by man where man delivers creativity.   | De media spreekt niet enkel meer van Friesland als een agriculturele toeristische regio maar ook al seen gebied waar creativiteit vandaan komt<br><br>(Normatief isomorfisme)<br>(Coërcief isomorfisme) |
| Improved international profile of the city/region in the field of water technology   | Verbeterd internationaal imago op het gebied van watertechnologie<br><br>(Coërcief isomorfisme)   |
| 60% of citizens in Leeuwarden-Ljouwert and Fryslân say ECoC developed more pride, joy, social cohesion and optimism for the people by 2019.  | 60% van de mensen vindt dat het evenement heeft gezorgd voor meer trots, vreugde, sociale cohesie en optimisme  |

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|   | (Coërcief isomorfisme)  |
| Yes, as a matter of fact the Leeuwarden City Council has declared that it will reserve a budget for Lwd2018 for the five years following the event where, for 2019 and 2020 this budget is fixed. This budget is meant for the following three broad aspects of the legacy of Lwd2018: to deepen the coherence on the wider cultural offer, to further professionalise the cultural sector among others, via the capacity building project CR.OO.P, and to maintain a distinct Frisian cultural climate that is characteristic in type, relevance and quality in a European context.  | Leeuwarden trekt een budget uit voor de vijf jaren na het evenement, zodat de erfenis van het evenement gewaarborgd wordt<br>Meer coherentie tussen een breder cultureel aanbod<br>Verdere professionalisering van de culturele sector<br>Een onderscheidend en karakteristiek Fries cultureel klimaat behouden<br><br>(Coërcief isomorfisme) |
| These three aspects find their origin in the vision on Leeuwarden-Ljouwert in 2030 as declared in the document LEVI 2030. This vision originated in declarations made as early as 1999 when a strategic line was set out called 'The caring and cultural capital'. Culture was from then on taken on board in the policymaking of our city as an essential element to ensure the quality of life in the city, and as a crucial element in the dynamic process of a world quickly changing due to globalisation  | Kandidatuur is in lijn met het stedelijk (cultuur)beleid en de stadsvisie 2030 van Leeuwarden<br><br>(Coërcief isomorfisme)   |
| In 2008 the concept 'Time for beauty' was introduced as an important pillar that aims to enforce the historic cultural potential of Leeuwarden-Ljouwert by connecting historic cultural traditions of Frisians with all kinds of minorities. The concept 'Time for beauty', as declared in the urban vision 'Fier verder 2020' (Proud Further 2020) is the leading concept in among others, the (inner) urban area development, improving spatial quality, enforcing the cultural infrastructure and increasing the number of events. It prepares the road for the Lwd2018 bid where a really wide definition of culture is used. | Kandidatuur is in lijn met het stedelijk (cultuur)beleid en de stadsvisie 2030 van Leeuwarden<br><br>Stedelijk beleid van Leeuwarden maakt de weg vrij voor Leeuwarden als Culturele Hoofdstad<br><br>(Coërcief isomorfisme)  |
| The creation of the @work-method is an important part of the candidacy because it leaves a lasting footprint in the region in the coming decade. The @work-method is the overall method of Lwd2018 for making fruitful combinations between business and arts. The method builds a market arena for cross-fertilisation between the sectors, and it strengthens the understanding of the advantages of cross-sector collaboration in dealing with current changes and problems among stakeholders from the arts and the corporate sector.   | Leeuwarden heeft de @works methode ontwikkelt voor kruisbestuiving en samenwerking tussen kunst en bedrijfsleven<br><br>(Normatief isomorfisme)   |
| With Lwd2018 we intend to transform Frisian cultural self-confidence into a positive attitude. The ultimate goal will be to leave a legacy of Leeuwarden-Ljouwert as the stimulating platform inside the Frisian culture which stimulates cultural self-confidence and which results in new cultural, social, ecological and economic activities. Our mission is to generate energy that creates  | Het doel is om Leeuwarden tot een stimulerend platform binnen de Friese cultuur te maken waarbinnen cultureel zelfvertrouwen wordt gestimuleerd en nieuwe culturele, sociale, ecologische en economische activiteiten ontstaan  |

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| <p>a movement; to open up and enable new connections which make Leeuwarden-Ljouwert the mental centre of the Frisian culture in Europe.</p>  | <p>Nieuwe verbindingen mogelijk maken<br/>Leeuwarden het mentale centrum van de Friese cultuur in Europa maken</p>  |
| <p>Lwd2018 is the international stage on which we show the world what we can reach with our Water-Land-Horizon.</p>  | <p>Culturele Hoofdstad is een internationaal podium waarop Leeuwarden kan laten zien wat het kan bereiken met de gekozen thema's</p>  |
| <p>Lwd2018 is the engine in: the stimulation of the knowledge-based economy, specifically water technology; the promotion of a bio-based economy and the use of sustainable energy sources; the stimulation of education and higher scientific education; dealing with reductions; promotion of employment and battling poverty.</p>   | <p>Lwd2018 fungeert als motor voor de stimulatie van de kenniseconomie, de promotie van een bio-economie en het gebruik van duurzame energiebronnen, de stimulatie van onderwijs en wetenschappen onderwijs, omgaan met bezuinigingen, promotie van werkgelegenheid en armoedebestrijding<br/><br/>(Coërcief isomorfisme)</p> |
| <p>Our desired outcome of the transformation is that what is now and again felt to be but an inferior culture will be truly recognised as a proud minority culture in its own right.</p>   | <p>Transformatie bewerkstelligen Friese cultuur transformeren van minderwaardigheidscultuur naar trotse minderheidscultuur</p>  |
| <p>Our bid is about a deep sense of shared community thinking, which has emerged from a unique mode of social life in Fryslân: <i>Mienskip</i>, which is universal to mankind, and currently under pressure in many European societies. That is why our message is: Europe needs more <i>Mienskip</i>.</p>   | <p>Europa heeft meer <i>Mienskip</i> nodig</p>  |
| <p>Our bid undoubtedly entails an ambitious and challenging approach. We live in difficult times and in a region which needs to turn around the negative spiral of decline of cultural self-confidence. So we believe it is right to be daring.</p>  | <p>Leeuwarden heeft een ambitieuze en uitdagende aanpak<br/>Negatieve spiraal van verval van cultureel zelfvertrouwen moet omgedraaid worden<br/>Het is nodig om gedurfd te zijn</p>  |
| <p>Moreover we develop an evaluation framework for the Lwd2018 programme to make a relevant contribution to the EU-wide debate on the value of cultural investment and its impact on the development of creative and competitive economies. This is particularly relevant to less known areas with up to 650.000 inhabitants such as ours. We share the development of our model with other ECoCs and in particularly regions like ours.</p> | <p>Leeuwarden zal een evaluatiemodel ontwikkelen wat een relevante bijdrage levert aan het Europese debat over de impact van culturele investeringen op creatieve economieën in minder bekende regio's</p>  |
| <p>Characteristic minority cultures or cultures that are developing themselves in close relation to their ecology will be important partners in developing our evaluation approach.</p>  | <p>Andere minderheidsculturen als partners in de ontwikkeling van een evaluatiemodel</p>  |
| <p>We are particularly keen to involve peer areas that face similar challenges. A key part of our approach is</p>  | <p>Andere regio's met vergelijkbare uitdagingen betrekken</p>   |

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| <p>therefore also to share our learning experience and best practice through cultural interventions with other small cities and regions in similar situations, for example through the Creative Small Cities Network as recently set up in Guimaraes 2012.</p>   | <p>Resultaten delen met andere kleine steden en regio's<br/>Resultaten delen via het in Guimaraes 2012 opgezette netwerk van Creative Small Cities</p> <p>(Coërcief isomorfisme)</p>   |
| <p>The deep sense of shared togetherness and community thinking, in Fryslân evidenced by the very special concept of <i>Mienskip</i>, is also being explored by academics such as Paul Scheffer. His concept of New Tribalism, the need for something for people to connect with in the demise of the traditional 'community connectors', work, family, church and other social groups, creates an opportunity for us to use the ECoC process to develop a new modern sense of civic pride (such as that captured in Liverpool 2008 and Ruhr 2010), not just for people living locally, but also for Friezen om útens who may contribute to the development of our modern <i>Mienskip</i>.</p> | <p>Burgertrots creëren net zoals dat in Liverpool 2008 en Ruhr 2010 het geval was</p> <p>(Mimetisch isomorfisme)</p>   |
| <p>We will be applying some of the most practical and useful lessons learned from previous ECoC evaluation models to our own measurement framework, which will be directly linked to the key objectives of our candidature. We have done considerable homework on the area of evaluation. The Impacts 08 evaluation methodology of Liverpool is our main benchmark because we have found this evaluation to be the most comprehensive in terms of its range of indicators. We are also keen to build upon and develop that model's local and regional perspectives, which are so vital for Lwd2018.</p>  | <p>Ervaring van voorgaande Culturele Hoofdsteden gebruiken in de opzet van een evaluatiemodel<br/>Impacts08 methode van Liverpool gebruiken en aanvullen met lokale en regionale perspectieven</p> <p>(Coërcief isomorfisme)<br/>(Mimetisch isomorfisme)</p> |
| <p>We have also taken into account lessons from the workshops of the network of Universities of European Capitals of Culture. Finally, the evaluation team has made use of experience in European projects on sustainable, regional development with particular attention to trans-nationality, activation of tacit knowledge and sustainability.</p>  | <p>Ervaringen uit de workshops van het network van Universities of European Capitals of Culture worden meegenomen</p> <p>(Coërcief isomorfisme)</p>  |
| <p>In our region we have extensive experience with projects with the scale and impact of an ECoC, such as Oerol or the Elfstedentocht and therefore we understand the danger of interfering daily work methods because of the work with citizens and creative people, large number of smaller contracts and the international setting. Therefore in the profile of the people involved in the admin and finance of the ECoC development and implementation people are involved with a proactive, solutionminded attitude.</p>  | <p>De regio heeft al uitgebreide ervaring met evenementen die dezelfde schaal en impact hebben als de Culturele Hoofdstad<br/>Mensen met een proactieve en oplossingsgerichte houding worden aangetrokken</p>  |
| <p>The notion of <i>Mienskip</i> is the leading theme of our candidacy. Saving and enhancing our unique sense of community and togetherness is an important principle, now and in the long term. Frisian identity is highly meaningful for the candidature. It comes to life through our often praised self-reliance, a deeply rooted feeling</p>  | <p>Friezen hebben een goede reputatie als het gaat om dingen voor elkaar krijgen<br/>Provincie is onderscheidend op Europees niveau<br/>Friese cultuur is zeer belangrijk voor</p>   |

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| <p>of belonging together, a healthy pragmatism, subcutaneous pride, and last but not least the image of great reliability. We are people that have a track record of making things work, as from the moment we built terps and connected them together via dykes. In combination with the Frisian language, the typical features of our culture, the specific characteristics of the Frisian landscape (water, terps, forests and meadows) and among the highest density of villages per square kilometre, it all makes our province distinctive at European level. The worldwide known logo of the Frisian flag confirms this</p>  | <p>de invulling van het kandidaatschap</p>   |
| <p>The direction we chose for this candidature matches the Frisian identity with its voluntary participation: bottom-up do-it-yourself, avoid becoming elitist, modest and a thoughtful allocation of (financial) means. We are bound to get things done, no frills and without self-praise. We are inventive, together we initiate, in authentic ways, finding stunningly simple solutions: these are the ingredients of the Frisian approach. We are what we are, we know what we are able to achieve, and we do what we say we do.</p>   | <p>Aanpak van de kandidatuur past goed bij de Friese identiteit<br/>Bottom-up, do-it-yourself, niet elitair en weldoordacht<br/>Leeuwarden doet zich niet anders voor dan het is<br/>Inventief, authentiek en verrassend simpele oplossingen</p> |
| <p>During the last 15 years Leeuwarden-Ljouwert and Fryslân have invested in the cultural infrastructure: there is a large base of open air cultural events like Spanga or the Slachtemarathon. There is a new theatre, a new centre for Frisian language and history, festival terrains in open air, a renewed Fryske Akademy, a youth theatre school, a renewed ceramics museum the Prinsessehof, Tresoar, a new house for Frisian archive, library and literature, a new house for the Frisian theatre company Tryater, a new academy for pop and media, new housing for the studies 'teacher drama' and 'teacher fine arts', new (MBO) education for theatre technique, pop music and drama, a new festival Explore the North, small scale performance places in public space and, as the cherry on the cake (because of a large donation by legislation) a new Fries Museum. This, combined with the power of three festivals with international networks (Oerol, Noorderlicht and Noordelijk Film Festival), gives us a solid base.</p> | <p>Er is een solide culturele basis<br/>Leeuwarden heeft de afgelopen 15 jaar flink geïnvesteerd in de culturele infrastructuur<br/><br/>(Normatief isomorfisme)</p>   |
| <p>2018 has the potential to become a similar momentum.</p>   | <p>De titel heeft de potentie om een momentum te worden in de Friese geschiedenis</p>  |
| <p>The urgency of our candidacy is demonstrable, but still insufficiently visible.</p>  | <p>De kandidatuur heeft aantoonbare urgentie</p>   |
| <p>Although Frisians are very proud of their province, and when Frisians are in focus, like the top model Doutzen Kroes or the Olympic Winner Epke Zonderland, they are very proud. But on average, the Frisian identity is modesty and introversion. Inhabitants can't yet believe that European people are interested in the region. This awareness of the own unique culture and the hidden treasures is our chance of a possible ECoC in</p>  | <p>Titel kan meer bewustzijn van de eigen unieke cultuur en verborgen schatten creëren<br/><br/>(Coërcief isomorfisme)</p>   |



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| Leeuwarden-Ljouwert in 2018   |   |
| To make an impact on Europe with relevant topics  | Relevante onderwerpen<br>Impact op Europa   |
| We think we have a lot of power under the surface. To combine this power, we need to strengthen our icons and keep and attract highly qualified creative thinkers. With an ECoC this outside power is interested in working with us in an intensity that we can never attract without.  | De titel trekt creatieve denkers van buiten de stad aan<br>Iconen van de stad versterken en hoog opgeleide creatieve denkers aantrekken en behouden<br><br>(Coërcief isomorfisme)<br>(Normatief isomorfisme)  |
| The local and the regional government build a sustainable future for Leeuwarden-Ljouwert and Fryslân in a social, geographical and economic sense. We do not want to disguise that there are problems that need to be solved. Now, in the coming years, and also after 2018, this task for the government and inhabitants of Fryslân will stay. The candidature for European Capital of Culture can work as the catalyst that causes us to shift gear.                          | Titel is katalysator<br>Titel zorgt voor een hogere versnelling van de transformatie van de Friese samenleving  |
| Without any doubt, the candidacy has an inspiring effect on the people of Leeuwarden-Ljouwert and Fryslân. The 'Elevencities feeling' causes bottomup engagement, communal, organisational power and enhancement of the sense of togetherness. Being candidate therefore means an explicit impulse for strengthening the Frisian identity and for the cohesion of a strong Frisian capital and a strong Frisian countryside.  | Kandidatuur heeft een inspirerend effect<br>Kandidatuur betekent een expliciete impuls voor de versterking van de Friese identiteit en voor de cohesie tussen stad en platteland  |
| Lwd2018 unlocks and presents the 'hidden treasures' to the rest of the world  | Met de titel ontsluit en present Leeuwarden zijn verborgen schatten aan de rest van de wereld   |
| Through this, being ECoC, means an impulse for the local and regional (cultural) infrastructure, for the economy (for example in the shape developing as the European water hub), for tourism, for the manufacturing industry and for education. Lwd2018 supports qualitative and quantitative growth and it gives space and inspiration for innovation. Lwd2018 creates the conditions for a scale shift for Leeuwarden-Ljouwert and Fryslân on their way to 2028 and further. | Titel geeft een impuls aan de lokale en regionale culturele infrastructuur en aan de economie, aan toerisme en aan de productie-industrie en onderwijs<br>Titel schept voorwaarden voor schaalvergroting in Leeuwarden en Friesland<br><br>(Coërcief isomorfisme) |
| In case of not being granted the title of ECoC 2018, the direction in which we head is the same but the loss of momentum, politically and practically, will be hard and the pace at which we move is going to be much slower. With limited resources and time we will have to change our methodology but not our concept.   | Als Leeuwarden de titel niet krijgt, behoudt het dezelfde doelen, maar gaat het momentum verloren en wordt het ontwikkelingstempo lager   |
| We realise that the process has so far already generated a number of valuable insights and connections. We have gained a clear picture of what worries and inspires our citizens. The process has strengthened our belief in the mechanics of our city and showed us how the soul of the city lives in our citizens. This process of discovery has  | De kandidaatstelling heeft al tot waardevolle inzichten en relaties geleid<br>De kandidaatstelling is een ontdekkingsproces wat geleidt heeft tot een lange termijn strategie voor  |

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| <p>given us this strategy for culture in our city for the long run. What would be the same, irrespective of the outcome of our application in the spirit with which we work on building our city and our future: together, with space for everybody, creative and dedicated.</p>   | <p>cultuur in de stad<br/>Of Leeuwarden de titel nou krijgt of niet, de geest waarin wordt gewerkt aan de toekomst van de stad blijft hetzelfde</p>  |
| <p>As explained earlier, in Fryslân we have a tradition of involving volunteers in large events. Half the population is involved in volunteering and there are many international contacts via this base. Since it is a part of our culture and community, we believe that the volunteer programme is crucial to the success. If we can connect with the passion citizens have for the city and Fryslân, we will strengthen the sense of a community coming together even more. <i>Mienskip</i> is a basic foundation for a strong commitment and involvement, however we realize that a volunteer programme needs to be managed from the inception.</p> | <p>Een vrijwilligersprogramma is essentieel voor succes</p>  |
| <p>In order to involve and engage volunteers, we plan to include lessons learned from other ECoCs, as well as the experiences from larger events in Fryslân like the Elfstedentocht, Simmer2000 and others.</p>  | <p>Ervaringen van andere Culturele Hoofdsteden worden meegenomen<br/>Ervaringen van andere grote Friese evenementen worden meegenomen</p> <p>(Coërcief isomorfisme)</p>  |
| <p>As a result of these sessions we will develop a handbook with guidelines for ECoC volunteers and further training when needed.</p>  | <p>Leeuwarden zal een handleiding en eventuele training voor Culturele Hoofdstad vrijwilligers ontwikkelen</p>   |
| <p>Leeuwarden-Ljouwert in 2018: the beginning and the endpoint of culture in Europe. A momentum in which the Frisian culture takes a step forward and this is what we want to achieve. Besides the stimulation of the Frisian culture, Lwd2018 wishes to promote the socioeconomic and social development of Leeuwarden-Ljouwert and the Fryslân province for the next 10 years.</p>   | <p>Titel creëert momentum<br/>Door de titel de Friese cultuur stimuleren en de socio-economische en sociale ontwikkeling van Leeuwarden en Friesland promoten</p> <p>(Coërcief isomorfisme)</p>  |
| <p>Lwd2018 is a pioneer in a number of important themes whereby we promote our core quality through the following: the stimulation of the knowledge-based economy, specifically water technology and water management; the promotion of a biobased economy and the use of sustainable energy sources; the promotion of employment; education and higher scientific education; dealing with reductions and combating poverty</p>  | <p>Stimulatie kenniseconomie<br/>Watertechnologie en watermanagement<br/>Promoten van bio-economie en gebruik van duurzame energiebronnen<br/>Bevordering werkgelegenheid<br/>Onderwijs en wetenschappelijk onderwijs promoten<br/>Omgaan met bezuinigingen<br/>Armoedebestrijding</p> <p>(Coërcief isomorfisme)</p> |
| <p>The Cultural Capital demonstrably gives cities a lasting boost to the economic and cultural liveliness of the city and its surroundings. Lwd2018 gives Fryslân, with its towns and villages, a huge boost, now, in 2018 and far beyond. There is another important social component. Inhabitants of winning cities are proud of the fact that they are standing in the 'European spotlight'. This</p>   | <p>Titel heeft een structurele boost aan de economische en culturele levendigheid van de stad<br/>Titel als Europese spotlight<br/>Titel geeft inwoners trots en versterkt sociale cohesie<br/>Titel zorgt voor energie die nieuwe</p>   |

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| <p>strengthens the social cohesion, both in the city and in the countryside, which enables new energy. Energy which strengthens culture and makes it possible to start new developments.</p>  | <p>ontwikkelingen mogelijk maakt<br/>(Coërcief isomorfisme)</p>  |
| <p>Working side by side with the Province of Fryslân the Leeuwarden-Ljouwert municipality aims for one target only: to indicate that we can achieve an enormous amount in Leeuwarden-Ljouwert and Fryslân, and that we're good at it! Lwd2018 is the international stage on which we can show the world how remarkable the city and the province are, with the high quality Frisian approach, in close co-operation with European cities having a similar profile. We want to win this competition for Leeuwarden-Ljouwert and Fryslân, together with the inhabitants of Leeuwarden-Ljouwert and Fryslân!</p> | <p>Leeuwarden wil laten zien dat ze veel kan bereiken en dat ze goed is in wat ze doet<br/>Culturele Hoofdstad is een internationaal podium waarop Leeuwarden en Friesland kunnen laten zien hoe bijzonder ze zijn<br/>Leeuwarden wil de titel winnen voor zichzelf en voor de provincie</p>   |
| <p>The three themes are based on actual concerns and qualities of our communities. We believe they are the basis of programmes that work on worries and dreams of many Europeans. Programmes like ECoC (in our view) are not built from the drawing board. To ensure commitment and diversity, citizens and communities need the space to try, (re-)invent, build and adjust. This is a messy process in a structured chaos. We don't prescribe every detail, and the general themes are chosen to spark creativity, whereby a high level of 'try-ability' is ensured.</p>                                    | <p>Gekozen thema's zijn gebaseerd op de daadwerkelijke zorgen en kwaliteiten van de bevolking<br/>Ze zijn gebaseerd op de zorgen en dromen van vele Europeanen<br/>Ze komen niet van de tekentafel, maar uit de samenleving</p>  |
| <p>Each project must aim for legacy and consider its contribution to the long term impact of the ECoC as a whole. From our contacts with other ECoCs we came to understand the importance of projects like the Still Leben Autobahn in Essen, the Spider in Liverpool or the GR 2013 Hiking tour in Marseille.</p>  | <p>Ieder project moet iets nalaten<br/>Ieder project moet bijdragen aan de lange termijn impact van de Culturele Hoofdstad<br/><br/>(Mimetisch isomorfisme)</p>  |
| <p>This guideline for creating legacy also implies that we see an ECoC as an opportunity to promote Dutch culture in Europe, as well as to demonstrate Frisian culture as an integral part of Dutch national and wider European culture. In practice we have chosen to stick as close as possible to the culture of Leeuwarden-Ljouwert, acting on the principle 'authenticity first'.</p>  | <p>Titel geeft mogelijkheid om de Nederlandse cultuur te promoten in Europa<br/>Titel geeft de mogelijkheid om de Friese cultuur als integraal onderdeel van de Nederlandse en Europese cultuur te tonen<br/>Leeuwarden handelt op basis van het principe 'authenticiteit eerst'<br/><br/>(Coërcief isomorfisme)<br/>(Normatief isomorfisme)</p> |
| <p>It is our hope and conviction that these projects have the community participation, the local flavour, and the artistic excellence we seek, to attract those numbers of audiences we reach out to, and to generate the energy that takes Lwd2018 from the ground and makes it a truly people's European Capital of Culture, should it be awarded the title.</p>  | <p>Programma heeft gemeenschapsparticipatie, lokale smaak en artistieke excellentie<br/>Leeuwarden zal een Culturele Hoofdstad van de mensen zijn</p>  |

## Bijlage L: Leeuwarden – Legitimering – Thematisch coderen

### Thema 1:

### Europa is gebaad bij Leeuwarden als Culturele Hoofdstad

#### *Europa heeft de Friese cultuur nodig*

[Europa heeft Mienskip nodig] [Mienskip is typisch en uniek Fries, maar relevant voor de hele mensheid] [Metaforische terpen bouwen die Europa de transitie brengen die het nodig heeft]

#### *Europa heeft Leeuwardens bio-expertise nodig*

[In heel Europa zijn biologisch gebaseerde culturele veranderingen nodig voor de toekomst van het continent] [Leeuwarden zet haar Europese netwerk in en exporteert biologisch gebaseerde concepten] [Milieubewustzijn] [Ontwikkeling van een bio-economie] [Ecologie] [Promoten van bio-economie en gebruik van duurzame energiebronnen] [Bescherming van ecologische structuur] [Bruggen leggen tussen Europese initiatieven op het gebied van ecologie, diversiteit en cultuur en de in Nederland aanwezige kennis op dit gebied]

#### *Minderheidsculturen*

[Door de titel het Europese netwerk van steden in dezelfde positie versterken] [Perifere conditie van de Friese cultuur is vergelijkbaar met vele andere culturen in Europa] [Bedreiging van minderheidsculturen is een probleem wat op de Europese agenda moet] [Minderheidsculturen in Europa moeten beschermd worden] [Leeuwarden helpt mee aan de bescherming van Europese diversiteit] [Kwetsbaarheid van minderheidsculturen vraagt om diepere reflectie en grotere aandacht] [Mocht de Friese cultuur verloren gaan, dan is dat een verlies voor de Europese verscheidenheid en diversiteit en daarmee ook voor de stabiliteit van Europa] [Leeuwarden als intellectueel centrum van minderheidsculturen in Europa] [Samen met andere Europese minderheidsculturen een nieuw en authentiek scala aan regionale ambachtelijke producten ontwikkelen] [Titel geeft mogelijkheid om de Nederlandse cultuur te promoten in Europa]

#### *Diversiteit en dialoog*

[Tolerantie neemt af en onverschilligheid neemt toe in Friesland, en dat gaat in tegen de Europese waarden van dialoog, gelijkheid en erkenning] [Diversiteit omarmen is kernissue van Lwd2018] [Interculturele dialoog helpt Leeuwarden om Europese diversiteit te waarborgen en beschermen] [Horizon verbreden van alle Europeanen] [Dialoog]

#### *Leeuwarden levert concrete bijdragen*

[Lwd2018 fungeert als motor voor de stimulatie van de kenniseconomie, de promotie van een bio-economie en het gebruik van duurzame energiebronnen, de stimulatie van onderwijs en wetenschappen onderwijs, omgaan met bezuinigingen, promotie van werkgelegenheid en armoedebestrijding] [Leeuwarden heeft de @works methode ontwikkelt voor kruisbestuiving en samenwerking tussen kunst en bedrijfsleven] [Impacts08 methode van Liverpool gebruiken en aanvullen met lokale en regionale perspectieven] [Een vrijwilligersprogramma is essentieel voor succes] [Leeuwarden zal een handleiding en eventuele training voor Culturele Hoofdstad vrijwilligers ontwikkelen] [Voorbeelden laten zien die relevant zijn voor steden en regio's zonder een kwalitatief hoge culturele infrastructuur] [Leeuwarden zal een evaluatiemodel ontwikkelen wat een relevante bijdrage levert aan het Europese debat over de impact van culturele investeringen op creatieve economieën in minder bekende regio's] [De mogelijkheden die Leeuwarden biedt zal kunstenaars en creatieve denkers inspireren]

### *Europese samenwerking en uitwisseling*

[De kracht van kleine gemeenschappen gebruiken] [Andere gemeenschappen in Europa ontmoeten en samenwerken] [Bruggen leggen tussen Europese initiatieven op het gebied van ecologie, diversiteit en cultuur en de in Nederland aanwezige kennis op dit gebied] [Als Leeuwarden de titel krijgt zal het gaan samenwerken met Valletta] [Samenwerking met Valletta op gebied van agricultuur, educatie en meertaligheid] [Samenwerking met Valletta op gebied van evaluatie en de integratie van kunst en bedrijfsleven] [Leeuwarden en Valletta hebben veel overeenkomsten] [Er zijn al warme banden tussen Leeuwarden en Valletta] [Leeuwarden en Valletta zullen hun evaluatie baseren op de Impacts08 methode ontwikkelt door Liverpool08] [Leeuwarden zal gezamenlijke workshops organiseren met Valletta] [Leeuwarden zal samen met Valletta een conferentie organiseren] [Leeuwarden zal samenwerken met de Culturele Hoofdsteden van 2017 en 2019] [Leeuwarden zal samenwerken met verschillende festivals in een Europees netwerk] [Samenwerken met andere gemeenschappen in Europa] [Kennis en ervaring delen] [Het Culturele Hoofdstad platform gebruiken om de Friese ervaring met coöperaties te delen] [Samenwerking met andere Europese regio's die ervaring hebben met coöperatief werken] [Uitwisseling met andere regio's in Europa om traditionele en nieuw ontwikkelde culturele producten te versterken] [Werken met netwerken op het gebied van agricultuur] [Werken met het netwerk van Creatieve Smaller Cities] [Aantal duurzame lange termijn relaties met andere Europese steden op de sterke gebieden van Leeuwarden verhogen, zoals watertechnologie] [Samenwerking tussen kunstenaars en ondernemers, en tussen kunstenaars en wetenschappers op een schaal die innovatief is in Nederland] [Andere minderheidsculturen als partners in de ontwikkeling van een evaluatiemodel] [Andere regio's met vergelijkbare uitdagingen betrekken] [Resultaten delen met andere kleine steden en regio's] [Resultaten delen via het in Guimaraes 2012 opgezette netwerk van Creative Small Cities] [Buitenlandse kunstenaars uitnodigen te komen leven en werken in Leeuwarden] [De stad als openbare ontmoetingsplek] [Creatieve laboratoria waarin kunstenaars, wetenschappers, talent en ondernemers samenwerken]

## **Thema 2:**

### **Leeuwarden heeft de titel nodig**

#### *Stedelijke ontwikkeling*

[De titel helpt Leeuwarden een van de toonaangevende laboratoria in Europa te worden op het gebied van de bio-samenleving] [Door de titel zou Leeuwarden haar Europese netwerk kunnen versterken en gebruik kunnen maken van succesvolle initiatieven elders die Leeuwarden zelf veel meer tijd kosten] [Leeuwarden kan z'n potentie waarmaken met de titel] [Europa versterken en daarmee Friesland versterken] [Transformeren] [Door de titel het verhaal van Leeuwarden schrijven] [Nieuwe connecties] [Programma draagt bij aan de lange termijn ontwikkelingsstrategie van de stad] [Titel brengt de verandering op gang die Leeuwarden nodig heeft] [Aantal duurzame lange termijn relaties met andere Europese steden op de sterke gebieden van Leeuwarden verhogen, zoals watertechnologie] [Titel als middel voor coherente en consistente culturele, sociale en economische verandering] [Leeuwarden wil de titel erg graag, omdat ze voelt dat ze het nodig heeft] [Lwd2018 fungeert als motor voor de stimulatie van de kenniseconomie, de promotie van een bio-economie en het gebruik van duurzame energiebronnen, de stimulatie van onderwijs en wetenschappelijk onderwijs, omgaan met bezuinigingen, promotie van werkgelegenheid en armoedebestrijding] [De kandidatuur heeft aantoonbare urgentie] [Titel is katalysator] [Titel zorgt voor een hogere versnelling van de transformatie van de Friese samenleving] [Kandidatuur heeft een inspirerend effect] [Titel geeft een impuls aan de lokale en regionale culturele infrastructuur en aan de economie, aan toerisme en aan de productie-industrie en onderwijs] [Titel schept voorwaarden voor schaalvergroting in Leeuwarden en Friesland] [De kandidaatstelling heeft al tot waardevolle inzichten en relaties geleid] [Titel creëert momentum] [Titel heeft een structurele boost aan de

economische en culturele levendigheid van de stad] [Titel zorgt voor energie die nieuwe ontwikkelingen mogelijk maakt]

### *Imago*

[In 2019 hebben 50 miljoen mensen wereldwijd gehoord van Leeuwarden] [15% meer internationale studenten in 2019] [90% zegt ooit nog terug te komen] [30% van de bezoekers zegt zich voor te kunnen stellen in de regio te kunnen wonen] [Verbeterd internationaal imago op het gebied van watertechnologie] [Betere plek om te leven worden] [Verhoogde aantrekkelijkheid van de stad leidt tot meer hoog opgeleide werknemers die in Leeuwarden willen wonen] [Verbeterd cultuurtoerisme en ervaringstoerisme] [Friesland wordt niet meer gezien als een perifere regio maar als een wereldbekend natuurpark met een specifiek landschap en cultuur] [De media spreekt niet enkel meer van Friesland als een agrarische toeristische regio maar ook als een gebied waar creativiteit vandaan komt] [De titel trekt creatieve denkers van buiten de stad aan] [Iconen van de stad versterken en hoog opgeleide creatieve denkers aantrekken en behouden] [Met de titel ontsluit en presenteert Leeuwarden zijn verborgen schatten aan de rest van de wereld] [Titel als Europese spotlight] [Culturele Hoofdstad is een internationaal podium waarop Leeuwarden en Friesland kunnen laten zien hoe bijzonder ze zijn]

### *Verbetering culturele sector*

[De kandidaatstelling is een ontdekkingsproces wat geleidt heeft tot een lange termijn strategie voor cultuur in de stad] [Aantonen dat heel Friesland vruchtbaar is op cultureel gebied] [Zowel Europa als Leeuwarden hebben plekken nodig waar nieuwe creatieve concepten kunnen ontstaan] [Leeuwarden hoopt dat de droom van de creatieve klasse waar wordt] [De Culturele Hoofdstad zorgt voor creatief denken op een niveau wat Leeuwarden zelf niet heeft] [Titel brengt creativiteit en gemeenschapszin] [Het leven in de stad verrijken zodat jonge kunstenaars er blijven wonen] [Nieuwe creatieve broedplaatsen in 35% van de steden] [Cultureel zelfbewustzijn] [Titel biedt de mogelijkheid om te experimenteren met de traditionele Nederlandse manier van cultuurbeleidsvorming] [De stad als creatieve plek voor talentontwikkeling] [Kunsteducatie herontwerpen] [De kandidaatstelling en mogelijke daadwerkelijke uitvoering van de Culturele Hoofdstad is voor Leeuwarden een enorme impuls voor creativiteit] [Na 2018 zullen kunst en cultuur een grote rol spelen in het economische, technologische, ecologisch en sociale veld] [Meer variëteit aan culturele activiteiten en evenementen in 2023] [Meer coherentie tussen een breder cultureel aanbod] [Verdere professionalisering van de culturele sector] [Dynamische omgeving waar kunst, cultuur, educatie en ondernemingen de inwoners voeden met creativiteit]

### *Behoud, transformatie en promotie van Friese identiteit en cultuur*

[Op Europees niveau is de Friese cultuur minder zichtbaar dan andere minderheidsculturen van dezelfde grootte] [Doel is Leeuwarden als stimulerend platform binnen de Friese cultuur na te laten] [Leeuwarden als intellectueel centrum van minderheidsculturen in Europa] [Europa laten zien dat Leeuwarden een echte minderheidshoofdstad is] [Een onderscheidend en karakteristiek Fries cultureel klimaat behouden] [Kans voor Europeanen om een frisse wind in de Friese cultuur te brengen] [Europeanen uitnodigen om te participeren in de ontwikkeling van de Friese identiteit] [Leeuwarden het mentale centrum van de Friese cultuur in Europa maken] [Friese cultuur transformeren van minderwaardigheidscultuur naar trotse minderheidscultuur] [Burgertrots creëren net zoals dat in Liverpool 2008 en Ruhr 2010 het geval was] [De titel heeft de potentie om een momentum te worden in de Friese geschiedenis] [Titel geeft de mogelijkheid om de Friese cultuur als integraal onderdeel van de Nederlandse en Europese cultuur te tonen] [Stimulatie van identiteitsformatie] [Door de titel de Friese cultuur stimuleren en de socio-economische en sociale ontwikkeling van Leeuwarden en Friesland promoten]

### *Diversiteit*

[Friesland moet weer leren om diversiteit te omarmen] [Leeuwarden2018 is essentieel in het proces van leren om te gaan en gebruik te maken van culturele en etnische diversiteit] [10.000 allochtonen in Leeuwarden zichtbaar maken] [Allochtonen het gevoel geven dat Leeuwarden een multiculturele stad is waar ze thuishoren] [Geen angst voor diversiteit]

### *Sociale effecten*

[60% van de kinderen onder de armoedegrens moet hebben deelgenomen aan de activiteiten in 2018] [Meer dan 60% van de mensen moet erkennen dat het evenement heeft gezorgd voor meer trots, vreugde, sociale cohesie en optimisme] [75% van de inwoners moeten het gevoel hebben dat het evenement van hen is] [90% van de mensen vindt dat de titel een verschil maakt] [Negatieve spiraal van verval van cultureel zelfvertrouwen moet omgedraaid worden] [Titel kan meer bewustzijn van de eigen unieke cultuur en verborgen schatten creëren] [Titel geeft inwoners trots en versterkt sociale cohesie] [Leeuwarden heeft de titel nodig om coherentie in de samenleving, ondernemerschap en een geloof in de eigen gemeenschap, cultuur en toekomst te bewerkstelligen]

### *Stad en platteland*

[Bruggen bouwen tussen stad en platteland] [Balans tussen stad en platteland] [Kandidatuur betekent een expliciete impuls voor de versterking van de Friese identiteit en voor de cohesie tussen stad en platteland]

## **Thema 3: Leeuwarden is titelwaardig**

### *Authentiek*

[Leeuwarden is een waardige mededinger voor de titel] [Leeuwarden is pragmatisch, doet zich niet anders voor dan het is, en trekt de aandacht van Europeanen door authentiek en origineel te zijn en met relevante thema's te komen] [Authentieke activiteiten van hoog niveau] [Kracht van gewoon jezelf zijn] [Friese koppigheid heeft geleid tot uniek resultaat wat Leeuwarden graag met Europa wil delen] [Culturele Hoofdstad is een internationaal podium waarop Leeuwarden kan laten zien wat het kan bereiken met de gekozen thema's] [Provincie is onderscheidend op Europees niveau] [Friese cultuur is zeer belangrijk voor de invulling van het kandidaatschap] [Leeuwarden doet zich niet anders voor dan het is] [Leeuwarden wil laten zien dat ze veel kan bereiken en dat ze goed is in wat ze doet] [Leeuwarden wil de titel winnen voor zichzelf en voor de provincie]

### *Maatschappelijke relevantie*

[Gekozen thema's zijn belangrijk voor Europees debat] [Resultaten van de drie programmaliijnen zijn in het voordeel van de stad, regio en van de kleine gemeenschappen in heel Europa] [Lwd2018 gaat over drie belangrijke thema's die zowel op regionale als Europese schaal relevant zijn] [De thema's zijn essentieel voor de menselijke ontwikkeling in Europa] [Actuele Europese kwesties behandelen] [De drie gekozen thema's zijn cruciaal voor de toekomst van Europa en voor Europese integratie] [Relevante onderwerpen] [Ieder project moet bijdragen aan de lange termijn impact van de Culturele Hoofdstad] [Gekozen thema's zijn gebaseerd op de daadwerkelijke zorgen en kwaliteiten van de bevolking] [Gekozen thema's zijn gebaseerd op de zorgen en dromen van vele Europeanen] [Gekozen thema's komen niet van de tekentafel, maar uit de samenleving] [Impact op Europa]

### *Capaciteit*

[Leeuwarden is een vruchtbare plek voor culturele activiteiten] [Leeuwarden heeft de steun van vijf omliggende steden, twee provincies en twee regio's] [Voldoende kritische massa in

termen van middelen, culturele infrastructuur, netwerken en artistieke excellentie] [Leeuwarden heeft de infrastructuur om een succesvolle Culturele Hoofdstad te zijn] [Er is een solide culturele basis] [Leeuwarden heeft de afgelopen 15 jaar flink geïnvesteerd in de culturele infrastructuur] [De regio heeft al uitgebreide ervaring met evenementen die dezelfde schaal en impact hebben als de Culturele Hoofdstad] [Besef is doorgedrongen dat cultuur vitaal is voor de ontwikkeling van de stad] [Leeuwarden heeft cultuurhistorisch potentieel] [Cultureel ondernemerschap] [Culturele herbestemmingen] [Opwindende plek] [In ontwikkeling]

#### *Vorbereiding*

[Grondige manier van ontwikkelen][Doordacht budget] [Weloverwogen gebruik van de titel] [Uniek voorbeeld van een bottom-up en duurzame artistieke en democratische aanpak] [Leeuwarden heeft een ambitieuze en uitdagende aanpak] [Mensen met een proactieve en oplossingsgerichte houding worden aangetrokken] [Friezen hebben een goede reputatie als het gaat om dingen voor elkaar krijgen] [Inventief, authentiek en verrassend simpele oplossingen] [Leeuwarden zal subsidie gaan aanvragen via het Creative Europe programma] [Leeuwarden gebruikt de richtlijnen van de European Capitals of Culture Policy Group om haar doelen te formuleren] [Ervaringen uit de workshops van het network van Universities of European Capitals of Culture worden meegenomen] [Ervaringen van andere Culturele Hoofdsteden worden meegenomen] [Ervaringen van andere grote Friese evenementen worden meegenomen]

#### *De kandidatuur in relatie met het stedelijk beleid*

[Leeuwarden trekt een budget uit voor de vijf jaren na het evenement, zodat de erfenis van het evenement gewaarborgd wordt] [Kandidatuur is in lijn met het stedelijk (cultuur)beleid en de stadsvisie 2030 van Leeuwarden] [Stedelijk beleid van Leeuwarden maakt de weg vrij voor Leeuwarden als Culturele Hoofdstad] [Kandidatuur staat in lijn met andere initiatieven van de stad en provincie] [Als Leeuwarden de titel niet krijgt, behoudt het dezelfde doelen, maar gaat het momentum verloren en wordt het ontwikkelingstempo lager] [Of Leeuwarden de titel nou krijgt of niet, de geest waarin wordt gewerkt aan de toekomst van de stad blijft hetzelfde] [Kandidatuur is een 20 jaar durend proces]