



# Capacity Building for European Capitals of Culture

## ELEUSIS 2021

### Academy Camp on Audience Development



# THE TRAINERS

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# On Galway 2020





10' BREAK



# This not the end

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It's been a fascinating few weeks

- Thank you for your ideas and contributions
- As well as discussing key concepts of audience development it's been possible to identify opportunities and challenges for Eleusis European Capital of Culture
- There is plenty of potential for everyone to work together to produce a really great year

📌 let's recap where we have been in this series of events ...

# RECAP – first part

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What is Audience Development and what makes ECOCs special?

Culture Value(s)

What's wrong and what's good about Elefsina

For whom do you want Eleusis2023 to be

-> Review the proto-segments

--> Focus on what we want for them

---> Familiarise with a tool (Theory of Change)

----> Review our WHYs

-----> A look into what change looks like

# A FIRST ELEFSINA AUDIENCE MAP

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*(VULNERABLE GROUPS/ YOUNGSTERS/ ETHNO-CULTURAL/ FOLKLORE ASSOCIATIONS/  
LOCAL BUSINESSES/ WORKERS UNIONS)*

REFUGEES

PEOPLE  
WITH DISABILITIES

MIGRANTS

UNEMPLOYED

ADDICTED

LOCAL BUSINESSES

WORKERS - UNIONS  
(INDUSTRY?)

CRAFTSMEN

"MINORITIES"

TEMPORARY  
CITIZENS

ARTISTS

DIGITAL  
TEENAGERS

UNIVERSITY  
STUDENTS

LGBTQ  
COMMUNITY

SPORT CLUB  
LOVERS

SENIOR  
CITIZENS

ACTIVISTS  
(OTHER)

ACTIVISTS  
(ENVIRONMENT)

# RECAP – second part

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The first version of the Elefsina Audience Map

Reflection in groups:

- What do you want Elefsina to be for your audience? How would you like them to respond to what you offer?

Using the Theory of Change model for reflection

Volunteering as a way of making a 'bridge to' the different groups of your proto-segmentation map using examples from Galway 2020 and Roskilde Festival





# Task

If Elefsina 202\* is the answer. Then what's the question....?

What is the 'raison d'etre' of Elefsina 2\*?

What are you the answer to?



# RECAP – third part

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Audience Development and European Capitals of Culture

What is the change we want to make?

Rijeka 2020 example – capacity building in relation to audience development

-> The nature of audience engagement

--> Why do people attend or participate?

---> Barriers vs Benefits

----> Elefsina public and visitors – what do they want?

-----> Developing ideas for audience development



# Culture and Audiences in Elefsina

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- What do the public of Elefsina Need or Want?
- Are we providing this?
- What do we need to continue / what do we change / how can we innovate?



# RECAP – fourth part

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What can we do for our audiences? What activity do they want and how should we communicate with them

Novi Sad 2022 example – community building and engagement

-> Definition of 4 personas

--> Refinement of them (Mitsos, Meletia, Demetrius and Ana)

---> From personas to actions (SKIS example)







## Key Points

- ✦ Local collaborators are essential, if we are to create meaningful cultural experiences in the residential areas.
- ✦ The necessary work of building relations takes time. Mobile workshops and cultural activities in public spaces work well. They arouse curiosity and residents can take part in creative activities without having to commit. It makes it easier for cultural institutions to connect with new audiences.
- ✦ The recurring cultural activities, which have been created by the project, create positive experiences and positive press coverage and, in the long run, they help to tell new stories about the area.

# NEXT STEPS FOR A PARTICIPATORY JOURNEY

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For the Elefsina Team: how do you want to involve the cultural/social partners?

For the cultural/social partners: how would you like to be involved?

# RECOMMENDATIONS - Cultural & social partners

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1. Building bridges with the different communities
2. Foster the engagement of citizens
3. Underline the value of “togetherness”
4. Convey the *European dimension* of the ECOC to overcome scepticism
5. Get your story right and spread the right messages (e.g. no European money is going to the ECOC)
6. Distribute and frame responsibility to and with your community peers
7. Communicate your process and aims at an early stage
8. Be open to suggestions of changes from ‘the other’

# RECOMMENDATIONS – Elefsina Team

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1. Create a strong relationship with cultural/social partners (for example, through regular meetings)
2. Share the advancements of the activities with them in a clear and transparent way
3. Distribute responsibility and mandate to your partners
4. Put in place a clear structure of management of the activities
5. Convey the European dimension of ECOC to overcome scepticism
6. Find a balance between curating and co-curating
7. Underline the value of “togetherness”
8. Strengthen the narrative of engagement in everything you do
9. Invest time in building partnerships that can help you reach a wider audience in Elefsina and use it to build sustainable engagement and relations



# ELEUSIS 2023



Project website:

<https://capacitybuildingecocs.eu>

