



European Capital of Culture 2024 in Austria

ECOC 2024

Selection process in Austria

ECOC – Slovakia 2026: Information Day
17 January 2020, Bratislava

12 November 2019: Bad Ischl – Salzkammergut will be ECoC 2024 in Austria

- Final announcement: <https://youtu.be/NvMcHkl18il?t=908>
- Reaction in Bad Ischl: https://youtu.be/Ha_jdVm64Do?t=7



More than three years ago...

- After Graz 2003 and Linz 2009... who would be interested?
- Every city in Austria with more than 10.000 inhabitants
- 85 cities invited to participate
- 17 cities at the first information event



European trend from bigger cities... ... to smaller towns and their regions

- Graz: ≈295.000 inhabitants
- Linz: ≈207.000 inhabitants
- Bad Ischl: ≈14.000 inhabitants
- Bad Ischl + Salzkammergut: ≈102.000 inhabitants

Strengthen the competition...

- The Federal Chancellery conducted a workshop series for interested cities from September 2016 until June 2018
- Outcome: capacity building, peer-learning, networking



... towards a fair and friendly rivalry



Time-table of ECoC Selection 2024 in Austria



Three bidding cities: Dornbirn, Bad Ischl, St. Pölten

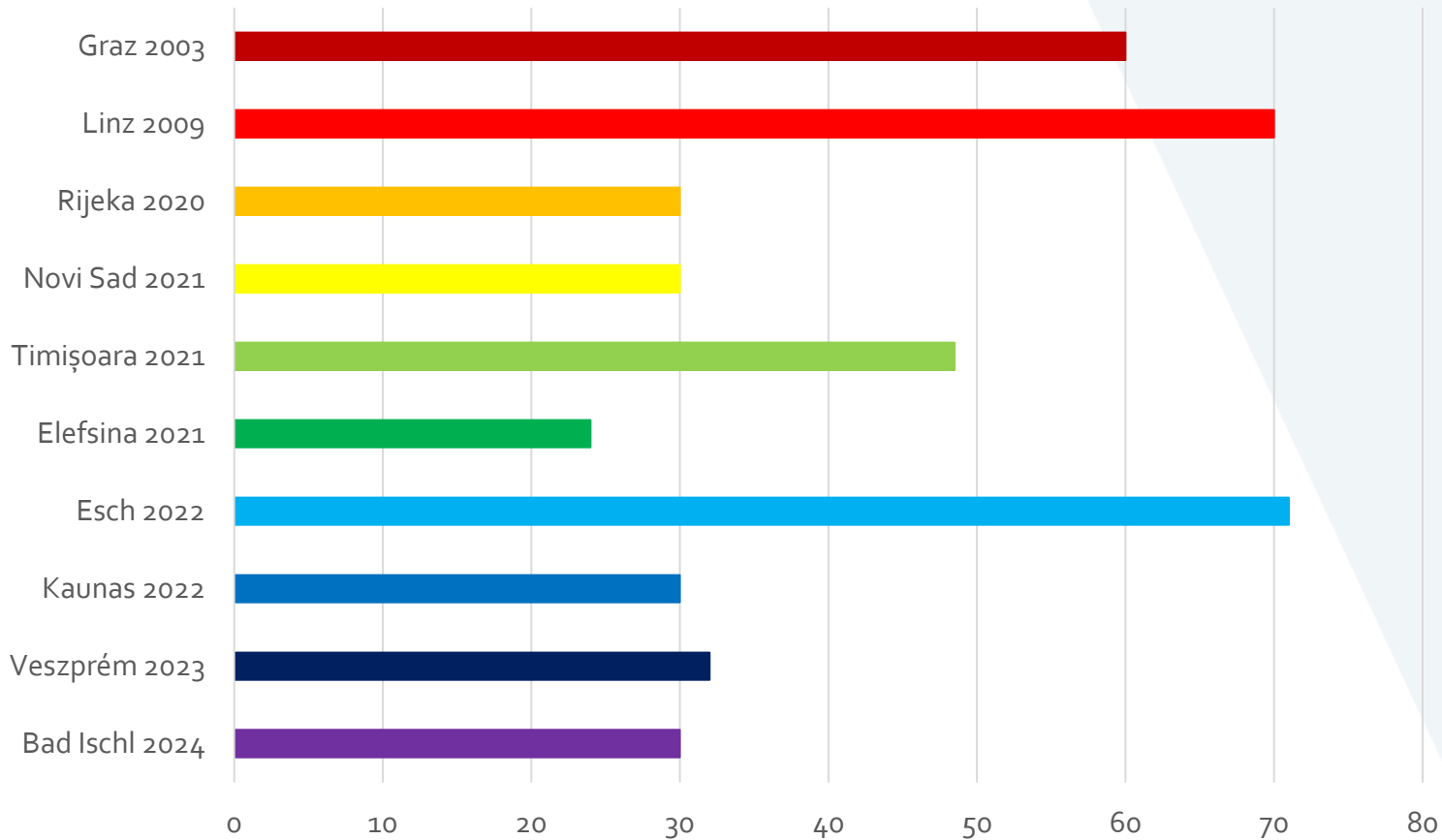
Three strong bidbooks in the first round
(pre-selection)

All three cities got invited into the
second round (selection)



European trend towards smaller budgets?

in € Million



Authenticity and Creativity

It is not (only) about...

- ... the highest number of inhabitants...
- ... the biggest bank account...
- ... the strongest press coverage...
- ... the number of cultural institutions...
- ... the strongest political support when starting...

Authenticity and Creativity

Be authentic, be creative:

find the European story in your town
and tell us who you want to be in 2026 and beyond!

Thank you very much!

Kathrin Kneissel & Meena Lang

Federal Chancellery

European and international cultural policy