

## **PUBLIC CALL TO SPONSORS AND SUPPLIERS**

### **RIJEKA 2020 – EUROPEAN CAPITAL OF CULTURE**

By this public call for expressions of interest, the company RIJEKA 2020 d.o.o. invites its existing and future sponsors and suppliers to express their interest in participating in the largest cultural project in the Republic of Croatia. **Join us in this project of utmost importance for Rijeka and the Republic of Croatia!**

#### **1. Introduction**

Following the recommendation of the evaluation Commission of Independent Experts for the selection of the European Capital of Culture of 24 March 2016, the Government of the Republic of Croatia adopted a decision accepting the Commission's Report and appointing Rijeka as the European Capital of Culture in 2020 on 23 June 2016. Rijeka thereby became the first Croatian city that will hold such a prestigious title. Moreover, this will take place in the year in which the Republic of Croatia will be presiding over the European Union, which is the first time such an overlap of terms has been recorded in the Union's history. This has a special value for the Republic of Croatia, which will thus become the point of doubled additional interest from the other members of the European Union, and therefore represents a unique opportunity for national promotion.

The holder of the title “Rijeka 2020 – European Capital of Culture” is the City of Rijeka. The City's main partners in the implementation of the project are the Primorje-Gorski Kotar County and the Government of the Republic of Croatia, which are, along with the City of Rijeka, the main co-financiers of the project.

In order to implement the project Rijeka 2020 - European Capital of Culture, the City of Rijeka (72% of business shares) and the Primorje-Gorski Kotar County (28% business shares) founded the company Rijeka 2020 d.o.o. on 24 May 2016.

The company Rijeka 2020 d.o.o. involves the entire community in the preparation of the programme, while at the same time basing the programme on the cooperation of the entire cultural sector, but other sectors and stakeholders as well, in the city, region and beyond. The aim of the project Rijeka 2020 – European Capital of Culture is to implement a programme that will question the cultural, social and economic challenges faced by contemporary Europe and the world and which will highlight the contribution of culture to sustainable development.

**Objectives of the project RIJEKA 2020 – European Capital of Culture:**

- Increase the scope, diversity and internationalisation of the cultural offering
- Strengthen social cohesion through expanded access to and participation in culture at the level of the City of Rijeka and Primorje-Gorski Kotar County
- Strengthen the cultural sector's capacities and synergy with other sectors
- Strengthen the international profile of the city and county
- Increase the overall social and economic attractiveness of the city and county

The implementation of the project Rijeka 2020 – ECoC project is expected to achieve the effects at three levels: cultural, economic, and social, whereby the following key expected effects are defined in each group:

- Cultural effects: promote local and Croatian creativity and heritage as part of European cultural diversity and create international partnerships, exchanges and networks (planned number of events: 1,000)
- Economic effects: improve infrastructure and facilities relating to the offer of cultural content and increase the number of visitors in the city and the county (expected number of visitors: 1 million in 2020)
- Social effects: include wide range of groups of citizens and stakeholders in the preparation and implementation of the project and improve the connection between the city and the citizens - strengthening identity and improving social cohesion (planned number of volunteers: 500)

**2. Infrastructure**

The project Rijeka 2020 - ECoC also includes infrastructure projects through which the city of Rijeka will remedy the existential difficulties of several city cultural institutions, as well as meet the needs of the wider public, and will also represent the essential and visible heritage of the ECoC. There are exclusively *brownfield* investments in industrial heritage facilities that are not merely isolated buildings but rather the hub for the entire neighbourhoods in which they are located.

It is planned that most major projects will open before or during the EcoC year, which will increase the number of major public events in the event year.

Facility	Deadline
H Facility – Museum of Modern and Contemporary Art	<i>First phase: finished</i>

RiHub ECoC – new cultural and community centre	<i>finished</i>
Sugar Refinery Palace – City Museum of Rijeka	during 2020
The ship Galeb – City Museum of Rijeka	during 2020
Brick building – Children’s House	during 2020
T-facility – City Library	at the beginning of 2021

### 3. Programme

The artistic strategy consists of seven interdependent and overlapping streams - flagships which are based on the collaboration of several cultural institutions and/or independent artistic organisations.

The central slogan of the “**Port of Diversity**”, symbolically communicates the image of the city of Rijeka as a port hub. The programme is based on three main thematic units: **work, water, and migrations**. These three concepts were chosen due to their direct and symbolic connection with Rijeka. **Water** symbolising the freshwater and salt water that meet in Rijeka. The port that symbolises work along the sea and with the sea, and the river Rječina after which the city was named. **Work** symbolising the end of industrial production in Rijeka, which has lost nearly 25,000 jobs but not the status and identity of an industrial city where work remains a basic human right in any circumstances. The last symbol, **migrations**, was chosen because the city of Rijeka is a symbol of political discontinuity, characterised by numerous migrations to and from the city, a city where different cultures are intertwined and where 23 national minorities live, where daily papers come out in two languages and migration represents the main source of diversity.

Three thematic units are framed within seven flagships:

#### Kitchen

The kitchen connects those who came, those who are here and those who left. It deals in the multiplicity of our identities. This theme is focused on migrations and minorities. Migrations are understood in a broader sense, from population migrations to the mobility and nomadism of ideas, people and goods to the values created between cultures. The term minority refers to all diverse identities and groups of citizens that are not predominant in a society or that are at risk of marginalisation, on any basis, such as: national or ethnic, religious, gender, physical or mental diversity, age, lifestyle. The kitchen is the area of culture seen as a space for building communities and contemplating collective identities. It creates new, inclusive areas of solidarity and socialization.

### Dopolavoro

The Dopolavoro flagship deals with new forms of work. New forms of work include work that never previously existed, was not performed or was not widespread until 10 years ago. It relates to the various derivatives of old forms of work, the nature of which changes under the influence of (digital) technology. The focus is on technological, socio-economic and ideological influences on the formation of new forms of work, but also on the influence of new forms of work on the organization of society, economic relations, education, cultural and artistic production, etc. The topics related to work also include topics related to the state of non-work, idleness and leisure. The very term "dopolavoro" is used in its basic meaning of planned free time after work, but also metaphorically as a term that describes the post-working class Europe.

### Seasons of Power

The Seasons of Power flagship deals with Rijeka as a laboratory of European history, awareness and consciousness. Over the last 100 years, our City has changed countries seven times. Rijeka has survived occupations, liberations, monarchies, crumbling empires, socio-political revolutions and collapses. Numerous personalities that shaped the 20th century marched through the centre of Rijeka while being greeted uproariously. The Seasons of Power explores the historical shifts, current manifestations and perspectives of the concept, structures, experience and displays of power, ranging from intimate spheres of experience to totalitarian regimes that transformed the told and untold stories of Rijeka. The experience of dividedness has shaped the identity of many European cities. Rijeka, a city that was divided for decades by a border along the Rječina River, is an example of cynical political demarcations. So while barbed wire is put up across Europe, the history of Rijeka simultaneously becomes a threatening and cautionary mirror held up for Europe and beyond.

### Children's House

The Children's House stimulates creativity and develops critical thinking, giving children the opportunity to create, exchange ideas and find quality entertainment to suit their contemporary needs. The Children's House programmes develop creative skills in children, stimulate their spirit of inquiry, educate future creators and active participants in cultural life, and thus contribute to forming a society that is made up of active and self-aware citizens. The Children's House programmes are based on the right of each child to have access to cultural content, information, learning and entertainment and they create a framework where each child has the right to develop their potential and express themselves. "With them, not just for them" is a slogan that introduces us to the foundation of the Children's House programme. That is why it not only includes artistic and cultural content for children, but also, most importantly, opportunities for active participation and creation. The Children's House places special emphasis on the following topics: the future, technology, imagination, activity, science and diversity.

### Sweet & Salt

The Sweet & Salt flagship is dedicated to the activation and modern reprogramming of the city area for the benefit of all citizens. This flagship deals with the actual city - Rijeka - as well as a typical city, i.e. the numerous cities in Europe that face the same challenges. It is defined by the solid urban zone that follows the Rječina River (fresh) before it flows into the sea (salty). It is focused on the design, activation and revival of this under-utilized, but very interesting and attractive part of the city. Various artistic and cultural content and events, which may be thematically related to urban development issues (but do not necessarily need to be), are realized in the area included in the Sweet & Salt flagship, and are important to the revival of the zone itself and to draw public attention to this specific urban space.

### Lungomare

The Lungomare flagship will display permanent artworks at 10 locations in the Kvarner region: Brseč, Lovranska Draga, Volosko, Grčevo beach in Rijeka, the Rijeka fish market, Kostrena, Crikvenica, Lopar on Rab Island, near Baška on Krk Island and on Mali Lošinj. All art concerns the specifics and uniqueness of the place where they are presented. The guiding principle was to concentrate on the specificity that is important to the local population, that which they themselves consider to be pressing and important, and which links the past to the present to some extent. Different topics emerged: from sadness at a closed school that children no longer attend or the high price of water, the shortage of which has always been a major problem for the population of one municipality, through the beauty of old drywalls used to enclose flocks of sheep, to the relationship between tourism and the shipbuilding industry. So many places - and so many topics important to local people. Ultimately, there will be a kind of tourist-cultural route with credible stories about every single place, stories told by the population themselves and about which, at each point, one can find out even more at every step.

### 27 Neighbourhoods

The 27 Neighbourhoods flagship equally includes all areas of the Primorje-Gorski Kotar County: islands, coast, hinterland, highland and the city of Rijeka. The chosen quarters, towns, places, villages or other spaces create international cooperation with 27 European neighbourhoods, participate in neighbourhood festivals and host some of the programmes of Rijeka 2020 - European Capital of Culture. This flagship provides multiple opportunities for exchange that extends across the European Union, thus creating an informal network of cultural activities, which will last beyond 2020. The objective of the 27 Neighbourhoods Flagship is to strengthen local communities through strengthening human potential, developing interpersonal relationships, organising cultural activities and enhancing cultural content.

### Programme plus

#### Classroom

The Classroom is an integrated learning programme for further capacity-building in the cultural sector and strengthening the local community, while also developing transversal skills and specialised knowledge and experience. Some of the activities are: workshops, summer schools, mentorships, establishment of lifelong learning programmes, study trips, professional training, seminars, conferences, gatherings and meetings.

#### RiHub

RiHub is the central hub for all activities related to the ECoC, the place of meeting, exchange and joint action. In co-operation with different groups of citizens, specific projects that address specific issues or otherwise improve the living conditions of citizens will be launched.

#### Civil Initiatives and Green Wave

The aim of this programme is to actively involve citizens in creating cultural and social programmes, as well as drawing in the production and organisational abilities of informal civil society groups and individuals.

A committee comprising representatives of various groups of citizens of the city of Rijeka will decide on a system of microgrants that will support the cultural and social initiatives of citizens, informal civil society groups and organisations. This will enable citizens to actively participate in the production of cultural programmes, i.e. raise environmental awareness among the citizens, while simultaneously encouraging responsibility in deciding on the relevance of the submitted cultural programmes to the wider community.

The values included in the programme concept that are reflected in the Rijeka 2020 - European Capital of Culture programme are courage, uniqueness, progressiveness and ambition.

More detailed information on flagships directions are available on the website [www.rijeka2020.eu](http://www.rijeka2020.eu)

## **4. How to get involved?**

The economic operators that wish to contribute to the cultural programme RIJEKA 2020 - European Capital of Culture in kind (goods, services, works) or in cash can become sponsors or suppliers in the following way:

### **(1) SPONSORS OF EVENTS**

contribute to the cultural programme of Rijeka 2020 – European Capital of Culture in the amount of **HRK 200,000.00**, in such a way that a **minimum of 80%** of the amount is

paid upon signing the contract, and a maximum of 20% of the amount is covered through goods, works or services from the sponsor according to the schedule agreed on by Rijeka 2020 and the Supplier, and no later than 31 March 2021.

## **(2) OFFICIAL SUPPLIERS**

contribute to the cultural programme of Rijeka 2020 – European Capital of Culture in such a way that a minimum of 20% of the amount is paid upon signing the contract, and a **maximum of 80%** of the amount is covered through goods, works or services from the supplier according to the schedule agreed on by Rijeka 2020 and the supplier, and no later than 31 March 2021.

### **Categories:**

Golden supplier	<b>HRK 700,000.00</b>
Silver supplier	<b>HRK 350,000.00</b>
Bronze supplier	<b>HRK 200,000.00</b>

## **(3) SUPPLIERS**

contribute to the cultural programme of Rijeka 2020 – European Capital of Culture in the amount of **HRK 5,000.00**, in such a way that **100%** is paid through goods, works or services according to the schedule agreed on by Rijeka 2020 and the supplier, and no later than 31 March 2021.

## **5. Why become a sponsor or a supplier of RIJEKA 2020 – European Capital of Culture?**

In 2020, Rijeka will be presiding over European culture and Croatia the European Union, which is a unique opportunity for national and international promotion.

Rijeka 2020 – European Capital of Culture offers its suppliers and sponsors the opportunity to participate in this unique project as partners.

Suppliers and sponsors may achieve goals and benefits by increasing visibility and developing business opportunities. Each form of cooperation will be defined depending on the category of application with the interested supplier or sponsor, through one or more of the possible initiatives listed below.

- inclusion of supplier/sponsor on the list of partners of Rijeka 2020 ECoC,
- publication of the partnership (supplier's and sponsor's logo) in proportion to the partner's contribution,
- inclusion of supplier's and sponsor's logo on the official website of Rijeka 2020 ECoC,
- creation of a link on supplier's and sponsor's websites,

- inclusion of supplier's and sponsor's logo in promotional materials of Rijeka 2020 ECoC.

The company Rijeka 2020 d.o.o. plans to invest approximately HRK 14.5 million in marketing and communication activities.

#### **6. Whom the public is addressed to?**

The company Rijeka 2020 hereby invites the economic operators to express their interest and engage in the largest cultural project for Croatia as suppliers and/or sponsors through the delivery of eligible products/to provide acceptable services or works within any of the following categories:

- Creative, artistic and entertainment activities
- Media and communications
- Food and drink
- Restaurants, coffee shops, bars and other hospitality establishments
- Transport
- Information and communication technologies
- Trade
- Fashion and design
- Insurance
- Research and innovation
- Mechanics and naval architecture
- Architecture and construction
- Energy
- Providing accommodation
- Publishing

The right of participation and expression of interest belongs to all economic operators that:

- Are registered in the court, trade, professional or other appropriate register in the state of their place of establishment;
- Who meet the criteria of no criminal convictions of the economic operator and persons authorised to represent, make decisions or supervise that economic operator in accordance with the Public Procurement Act (PPA)

Evidence of fulfilment of the conditions will be submitted by the operators on written request (in accordance with the provisions of the PPA)

Other conditions:

- Have a business headquarters in the Republic of Croatia, the Member States of the European Union or countries with which the Republic of Croatia has concluded a trade agreement involving reciprocity;
- Operate according to the values and goals of the RIJEKA 2020 cultural programme

- Have economic and business capacity to perform business activities that are the subject-matter of the expression of interest

### **7. Selection procedure**

We ask all interested parties to submit their bid no later than 31 May 2019 to the address [budimopartneri@rijeka2020.eu](mailto:budimopartneri@rijeka2020.eu). For any questions, you can contact us at the address: [tamara.manzoni@rijeka2020.eu](mailto:tamara.manzoni@rijeka2020.eu).

The bid must contain the following elements:

A. Data relating to the submitter - company name, headquarters, business sector and contact person's name

B. Statement of the category that interests an economic operator (1. sponsor of events / 2. official supplier / 3. supplier)

Upon receipt of the bid, the bidder will be provided with the confirmation of receipt of the bid.

No later than 14 June 2019, the suppliers and sponsors will be invited to further negotiations.

In case of multiple bids submitted by economic operators operating in the same sector, all involved will be invited to further negotiations.

The conclusion of a contract with defined rights and obligations of interested parties is planned by 31 July 2019.

Rijeka, 04 April 2019

Emina Višnić

Director of TD RIJEKA 2020 d.o.o.