

Tartu 2024
European Capital of Culture

Tartu 2024 M&E reflections

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EUROPEAN CAPITAL
OF CULTURE

28 objectives of Tartu 2024 by 2019 divided into:

- Long-term ecological/urban impacts
- Long-term social impacts
- Long-term cultural/economic Impacts

Keywords: environmental event management, river back in active use, attractiveness for your, mental health, extensive media coverage, culture driven tourism in the city and region, **international city of culture**

Three core questions by the Social Studies manager, joining the team in the autumn 2020

- ➔ **What kinds of change can we realistically achieve and bring forth within the preparation period and the title year itself?**
- ➔ **How can we communicate the 28 objectives (impacts) from the bidbook in a way that's clear and meaningful to people outside the project?**
- ➔ **How can we carry out monitoring and evaluation activities in a way that is both time- and cost-effective?**

Auditing, reorganising the impacts in 2021:

- ➔ **Tartu and Southern-Estonia are attractive and well-known**
- ➔ **Cultural sector's capacity is strengthened and there are new cooperations**
- ➔ **Tartu and South-Estonia are trailblazers in environmentally friendly culture management**
- ➔ **The cultural life in Tartu and Southern Estonia gains momentum**
- ➔ **Through participation in culture the well-being of the people of Tartu and Southern Estonia grows**

Kultuurikompass Capacity Building Programm

- > Key meeting places for cultural organisers in the region
- > 21 Kultuurikompass forums have been held (2019–2025), attracting 5500 visits
- > Based on the Southern Estonia Creative and Cultural Sector Survey
- > Survey 4 times conducted (2018, 2020, 2022, 2025)
- > Mapping of the needs and attitudes
- > 2025: 782 answers (started with 67 answers)





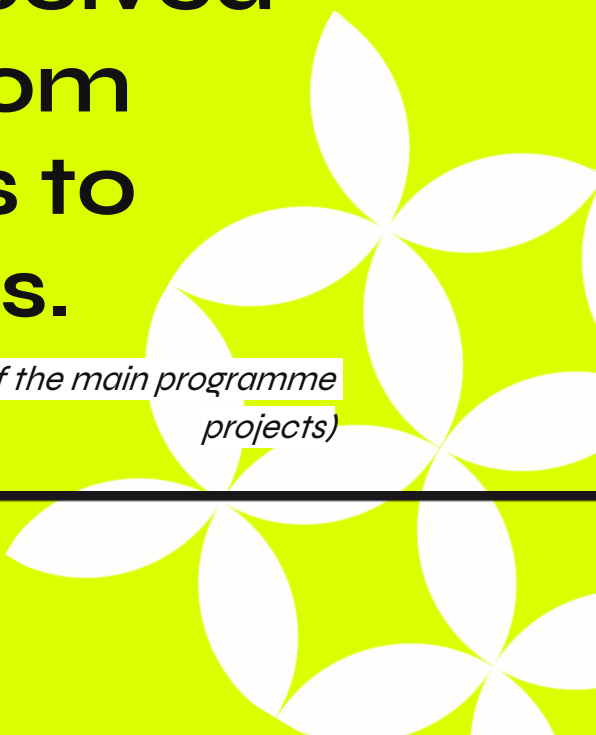
**Only 16% of all respondents
(Tartus 19%) found that the
title of ECoC has significantly
influenced their international
activities.**

Southern Estonia Creative and Cultural Sector Survey



**The project teams received
2.6 million euros from
international funds to
implement events.**

Data collected by Tartu 2024 (final reports and monitoring tables of the main programme projects)



**Thank you! Welcome to
Tartu!**