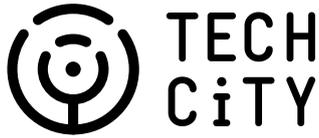




2<sup>nd</sup> Edition

# **Aveiro Urban Challenges**

*Aveiro bid for European Capital  
of Culture 2027*



## **Challenge Proposal**

Aveiro bid for European Capital of Culture 2027

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### **Scope of the challenge**

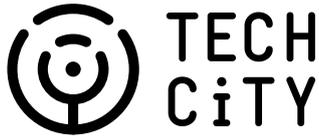
Trough feedback process from Aveiro artistic community, there was a consensus regarding the improvement of the communication and cultural dissemination actions. The dispersion of information and the lack of aggregating platforms were some of the weaknesses pointed out. It should also be noted that despite the fact that Aveiro is a medium-scale city, there is a lack of knowledge among the agents between each other's works and programmes. In this sense, it is important to develop instruments (online and offline) that improve the communication and dissemination channels, integrating the cultural program of the Municipality and the initiatives carried out by the various entities institutions of the sector

Objectives:

- Reinforce and expand communication coverage of cultural initiatives in the Municipality, in conjunction with other areas such as tourism, education, academia and industry;
  - Train and structure city's cultural communication with technologies, tools and digital skills;
  - Systematize and provide information on spaces, agents and cultural initiatives, in order to facilitate the establishment of networks of cooperation and collaboration;
  - Reinforce communication and networking channels between agents from the cultural and creative sector, technicians, civil society and other areas such as tourism, the environment, education and research.
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### **Challenge's development**

Aveiro's agents, entities and cultural audiences recognize that the communication procedures present a considerable margin of evolution. In fact, there is a perception of weaknesses in terms of articulation and some dispersion of information. However, it is considered necessary to realize



that there are different dimensions in communication: i) The activity, agenda and news about the initiatives developed by agents and entities of the city and the Municipality, recognizing that it is imperative to develop formats that allow access to information; ii) information and contact details of the agents/entities of the local cultural and creative sector and, iii) mechanisms to monitor programming and cultural offers.

In order to reinforce Aveiro's position in the cultural scene, it is proposed to create a multiplatform and multilingual communication platform, resulting from a partnership between the Municipality and local publishing projects. The project may include a website, e-magazine, podcasts, youtube channel, social networks, public space advertising, campaigns, etc. The solution must assume its own graphic language, provide content and an agenda and a shared online ticket office.

The importance of progressively ensuring the availability of supports in foreign languages is emphasized, as well as the proper training of technicians, in order to provide a good reception both for tourists and for the community of students, workers and foreign investors.

The action plan should also consider the articulation with the proximity dissemination poles, such as the parish councils.

This platform should also consider a professional dimension with reserved access, where the various cultural agents share among themselves technical needs, calls, ideas and relevant information about the sector, in order to create dynamics of participation, optimization of resources and transmission of information.

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### **Challenge Mentorship**

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