What will be the biggest highlights during the year?
It is difficult to speak about “highlights” since there are so many good projects. On the next page of this document, there is a list with a selection of projects and events.

THE SAMI ASPECT
Why the focus on the Sami aspect?
The EU mandate includes reflecting cultural diversity and raising interest in the cultural heritage of the city and the region in the rest of Europe. Our Capital of Culture program should include both what is unique to us and what we have in common with other regions. Umeå is part of Sápmi (Samiland). The Sami cultural heritage is central to the Nordic space and largely quite unknown even to Swedes and will contribute to a great program year.

Is Umeå really a Sami area?
Umeå is located in the winter grazing area of the siida Ran. A siida is an economic association, which means that it is a legally established organisation that operates reindeer herding. The way in which the siida Ran operates its reindeer herding is founded on ancient tradition. In Umeå, we have the Sáhkie-Umeå Sami Association, which was formed in 1977 and is working to increase information about the Sami through, for example, the Sami Week and the Sami cultural centre Tráhppie. The Centre for Sami Research (CeSam) at the University of Umeå conducts Sami research. CeSam serves as a resource in research and post-graduate studies and constitutes a forum and a meeting place for the institutions and departments at Umeå University as well as other universities in the country that conduct research on the Sami people, the Sami language and Sami conditions in general.

BUDGET/FINANCING
Who is paying and how is the money being used?
The Capital of Culture year is financed by Umeå municipality, the region, the government, the EU, sponsors and ticket revenues. The secured budget for the entire project period (2009-2015) is currently about 330 million.

Umeå municipality is investing 100 million SEK in the Capital of Culture year during the project period (2009-2015). About a quarter of this will be spent on information, marketing and administration, while about three-quarters of the money will go to cultural programs and project costs.

Overview: Total budget of about 37 million EUR (330 million SEK). Of this, Umeå municipality is investing 11 million EUR (100 million SEK), the Swedish government 8.5 million EUR (75 million SEK), the EU Commission 1.7 million EUR (15 million SEK) and sponsors 4 million EUR (35 million SEK).

Will the budget hold?
Yes, Umeå2014 does not spend more money than that which is guaranteed.

Have you received any sponsorship money?
Umeå2014 has received about 4 million euros from the private sector, which will mainly go to specific projects. That should be compared with the industry’s contribution to culture nationwide, which tends to be a total of 5.6 million euros per year.

Who is sponsoring the Capital of Culture year?
Umeå2014’s main partner is the Baltic Group and its media partner is the VK Group. Other partners are Motorcentralen, Företagarna Västerbotten, Swedbank and Umeå Airport, among others. It is possible for more players to get involved in 2014 as well.

What will happen to culture after 2014?
The hope is that the Capital of Culture year will have many positive effects on Umeå and its culture through new networks and collaborations.

INFRASTRUCTURE
Why is there so much construction work in Umeå?
Due to Umeå’s rapid growth, many construction and infrastructure projects are currently underway in Umeå. The projects have been planned for a long time but some of them have been brought forward following the city’s appointment to the European Capital of Culture.
EUROPEAN TOUR – CAUGHT BY [UMEÅ]

How much did the tour cost and who paid for it?
The European Tour that took place in September-October 2013 was a joint effort between Visit Sweden, Umeå2014 and other partners. The budget for the tour was 1.7 million euros. The money came from Visit Sweden and the EU via the Melina Mercouri Prize, the contribution awarded to Umeå2014.

Why a European tour?
When the jury in Brussels chose Umeå to be the European Capital of Culture, it was noted that Umeå is located in Europe’s periphery and needed an extra push in order to get noticed. The Capital of Culture Committee of Umeå municipality took the decision to undertake a European tour together with actors from all over the northern region. The purpose of the tour was to arouse curiosity and interest in Umeå2014 and northern Sweden and to attract more visitors here. The work was undertaken with Visit Sweden. Other partners who participated in the tour were the Sami Handicraft Foundation Sámi Duodji, Umeå University, Designlabland, ICEHOTEL, Hammock Sessions, Guitars - The Museum, and Måltidsvision.

Which cities were visited and why those cities?
The European cities on the tour map were Copenhagen, Warsaw, London, Amsterdam, Paris, Barcelona and Hamburg. The selection was made in consultation with Visit Sweden that works with marketing Sweden abroad. Visit Sweden has offices in the cities and through this collaboration, Visit Sweden was able to contribute local knowledge and staff who spoke the language to the tour, which was an important aspect in order to be able to communicate with visitors.

What has the tour led to?
The travel publisher Lonely Planet has named Sweden as the fourth best country to visit in 2014 – referring to the Capital of Culture year, among other things. 66 journalists met with representatives from Umeå2014 during the tour. Articles in newspapers, radio and TV as well as posts in social media have reached more than 70 million people in Europe. Umeå2014 has also attracted the attention of traditional media such as Spanish TV, French radio and newspapers, German newspapers, Italian newspapers etc., which led to a large increase in the number of visitors to Umeå2014’s and Visit Umeå’s websites after the tour. The PR objectives set before the tour were achieved far beyond expectations.

CULTURE-DRIVEN GROWTH
What do you mean by culture-driven growth?
Culture as a growth factor is highlighted in Umeå municipality’s overall goal to strengthen our position as the capital of culture in the north. Umeå is growing by 1,000 people per year and is thus unique in northern Sweden. Umeå municipality invests in culture even more than the average municipality, and has done so for 30 years. The municipality’s ambitious growth target is to reach 200,000 citizens in 2050. The Capital of Culture year mobilises forces that give us a better chance to make the vision a reality.

Umeå2014 uses the term culture-driven growth to show that culture is an important engine for growth and success. Culture - spanning everything from nature and food to art and democracy - contributes to entrepreneurship, employment and competitiveness. Culture-driven growth also refers to the personal development of people who partake of and get involved in culture.

How much do you expect tourism to increase?
Studies in which Palmer/Rae Associates examined the European Capitals of Culture between 1995 and 2004 show that tourism increased by an average of 11 per cent. Umeå2014 aims to increase tourism by 11 per cent. The Palmer/Rae report can be read in its entirety on Umeå2014’s website www.umea2014.se (search keywords: palmer rae).

Some highlights during the Capital of Culture year
The Umeå2014 European Capital of Culture year includes hundreds of public events, including more than 40 festivals. Here are some of them, but the list is certainly not exhaustive.

- The Opening weekend - Umeå2014 starting point
- The Right Side of OK - comedy show by Klungan
- Eugen Onegin - opera
- Umefolk with the Folk and World Music Gala
- Horror & Art - theatre festival
- Sami Week
- Litfest
- Umeå Open - pop festival
- Passion from Norrland - theatre collaboration
- Fair Game - football musical
- MADE - performing arts festival
- Festival Normal - performing arts festival
- A Choral Midsummer Light’s Dream - choir festival
- U x U Festival - rock and pop
- Elektra - outdoor opera
- Contemporary Circus Festival
- Weaving 2014 - crafts fair
- Survival Kit - art festival
- Blanche & Marie - opera
- Umeå Jazz Festival
- MOVE Film Festival
- Eight Sami Artists - exhibition series
- River Stories and Rock Art in Sápmi are two large regional projects which include many events and subprojects.

See all events and projects at www.umea2014.se.