

Report | Cultural Activation Office (OAC): First Two Months of Activity

(English)

Executive Summary

The **Cultural Activation Office (OAC)**, launched by the **Cáceres 2031 European Capital of Culture candidacy**, has established itself as one of the first tangible legacies of the project. During its first two months of operation, the Office has provided personalised support to **nearly 50 cultural stakeholders**, including artists, associations, cultural enterprises and creative professionals, helping to strengthen the cultural ecosystem of Extremadura.

Key Highlights

1. A tangible legacy of the Cáceres 2031 bid

- The OAC is one of the first permanent initiatives created by the Cáceres 2031 project.
- It provides lasting support to the regional cultural sector, regardless of the final outcome of the European Capital of Culture selection process.

2. Personalised support for the cultural and creative sectors

- In its first two months, the Office has assisted nearly **50 cultural agents** through tailored advisory services.
- Beneficiaries include artists, cultural associations, creative companies and independent professionals from across the cultural ecosystem.

3. Comprehensive advisory services

The Office has provided guidance on:

- Cultural project design and development.
- Funding opportunities and grant applications.
- Event and performing arts production.
- Communication and audience development.
- Audiovisual production.
- Public procurement procedures.
- Professionalisation of cultural organisations.

- Sponsorship and partnership development.

4. Supporting a wide range of cultural disciplines

The consultations received cover numerous sectors, including:

- Performing arts.
- Music.
- Photography.
- Audiovisual production.
- Festivals.
- Cultural heritage.

This diversity demonstrates the Office's ability to respond to the varied needs of the regional creative sector.

5. Developing the Extremadura Cultural Creation Guide

- The OAC is preparing the **Extremadura Cultural Creation Guide**, a comprehensive resource mapping the region's cultural infrastructure.
- The guide will include creative spaces, rehearsal rooms, recording studios, audiovisual facilities, cultural centres and other professional resources.
- Its objective is to facilitate collaboration, improve access to resources and increase the visibility of Extremadura's cultural infrastructure.

6. Growing national interest

- While most enquiries have come from municipalities across Extremadura, the Office has also received requests from **Madrid, Andalusia and Castile and León**.
- This growing interest highlights Cáceres 2031's capacity to build collaborative networks beyond the region.

7. Bringing cultural services across Extremadura

- Through the new initiative "**The OAC on the Move**" (**La OAC se mueve**), the Office will work directly with municipalities, cultural organisations and local associations throughout Extremadura.
- The programme combines in-person and online advisory services, ensuring that geography is not a barrier to accessing cultural support.

Strategic Value for Cáceres 2031

The Cultural Activation Office demonstrates that the Cáceres 2031 bid is already creating long-term value by:

- Strengthening the regional cultural ecosystem.
- Supporting the professionalisation of cultural and creative industries.
- Improving access to funding, partnerships and professional advice.
- Enhancing collaboration across Extremadura.
- Creating a lasting legacy that extends well beyond the European Capital of Culture selection process.