



Creative Europe

## Creative Europe Culture sub-programme & Co-operation Projects

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Culture Advisor, UK

- UK Cultural Contact Point (CCP) since 2010 on EU 'Culture' programme at Visiting Arts
- Coordinated Culture programme project IN SITU with partners across 12 countries
- Researcher on European Capitals of Culture





## Creative Europe Desk UK Culture sub-programme

Support to UK arts, cultural & creative sector organisations applying to Creative Europe's Culture sub-programme

- Information events and training workshops
- Other EU funding info for culture, arts projects
- One-to-one advice & organisational development
- Run with national partners across UK

[www.creativeeuropeuk.eu](http://www.creativeeuropeuk.eu)



## EU programme for Cultural and Creative Sectors

'Creative Europe' 2014-2020:

- Brings together 3 previous programmes (Culture – MEDIA – MEDIA Mundus) but two Strands





- Budget of €1,462.7 million for 2014-2020
- 9% increase on previous levels proposed



## 'Creative Europe' – Culture

**What's important:**

- Addresses the wider 'Europe 2020' growth agenda of the EU
- Promotes **capacity-building, to reinforce the sector and its skills** and (continued) **transnational circulation of works and operators**
- A new financial facility to bank loans to the sector (2016)



## 'Creative Europe' – Objectives

- Strengthen the sectors' **capacity** to operate transnationally
- Promote the transnational **circulation** of works and operators/artists/cultural professionals
- Reach **new audiences** in Europe and beyond
- Encourage **innovation** (artistic, business models, spill-over effect)
- Strengthen policy making

## 'Creative Europe' – Priorities

- **Capacity building:**
  - Skills: emphasis on digital technologies, audience development and new business models
- Enabling **international cooperation** & internationalising careers
- **Strengthening** organisations & international networking to access more professional opportunities

## 'Creative Europe' – Culture Strands

- Transnational **cooperation projects**
  - Literary **translation**
  - European **networks**
  - European **"platforms"** with a structuring effect
- Discontinued: 3rd country call, ambassadors, festivals*
- ➔ **But:** International (non Eur) partners can participate, for **up to 30%** of project budget

## 1: 'Co-operation projects'

Partnership of at least **three/six** partners in **three/six** different countries

- **Within a project:**
  - Artistic creation supported
  - Knowledge and skills transfer
  - Capacity building
  - Sustainability
  - **Joint questions you are asking**
- **'Small' projects** (minimum **3 partners**) and **'Large' projects** (minimum **6 partners**)
- 1 Lead partner and other "Partners"

➔ **Next deadline: 1 October 2014**

## Festival Lab

an intensive training programme for European festival directors and producers



SPIELART, Munich (**DE**), Baltic Circle International Theatre, Helsinki (**FI**), Krakowskie Reminiscencje Teatralne, Krakow, (**PL**), Homo Novus, Riga (**LV**) and LIFT - London (**GB**). Associate partners are BALTOSCANDAL, Rakvere (**EE**), EXODOS, Ljubljana (**SI**) and METEOR, Bergen (**NO**)

## 2: Literary Translation


Support to the translation and promotion of European literature and translated works

- Translation of 3 to 10 fiction works, their promotion and production
- Max. € 100,000, 50% of total eligible costs
- Project up to 2 years
- Annual calls
- Framework partnership agreements: Package of 5 to 10 fiction works per year, their promotion and production
- Max. € 100,000 per year, 50% of total eligible costs
- 3 calls from 2014-2020


## 3: Networks

European network to reinforce the members' capacity to operate trans-nationally

- Build capacity to work across Europe & adapt to change
- Foster linguistic & cultural diversity
- Strengthening competitiveness
- Cooperate, share experience, promote good practice
- Minimum 15 members from 10 countries, 5 from EU Member states
- 80% maximum support from EC
- Multi-annual funding



**IETM**  
International Network  
for Contemporary  
Performing Arts



- Brings together performing arts professionals for meetings, conferences, training courses, skills exchanges and site visits
- Represents members' interests as an interface between sector and policy makers
- Organises performance platforms/showcases
- Commissions research
- Over 500 members in 50 countries



## 4: European Platforms

**European platform to promote new and emerging talent**

- Members of a platform share programmes and artists
- Co-developing, co-creating
- Providing visibility & mobility of new talent
- Cooperate on distribution
- Minimum 10 members from 10 countries, 5 from EU Member states
- 80% maximum support from EC
- Multi-annual funding



## Eligible Countries

**28 Member States**

- Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK

**EEA Countries**

- Iceland, Norway

**Other European Countries (Accession/Neighbourhood)**

- Albania, Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Republic of Serbia





## Forthcoming(?) Eligible Countries

**Expressed interest\* – to be confirmed...**

- Turkey
- Israel
- Morocco
- Switzerland

**Programme open to: 'Neighbourhood Countries'**  
so a very wide look at Europe

*\*Participation in programme subject to signature of Memorandum of Understanding'*

## an interdisciplinary approach

- **Visual Arts**  
all modern and contemporary visual arts and other related forms of artistic expression (such as painting, sculpture, video art, cyber art, photography, industrial and commercial design, textile design, architecture, graphic art, the decorative arts, and arts and crafts)
- **Performing Arts**  
theatre, dance, music, opera, the lyric arts, street theatre and circus
- **Heritage**  
movable heritage, built heritage, non-material heritage, historical archives and libraries, archaeological heritage, underwater heritage, cultural sites and cultural landscapes
- **Literature, books and reading**
- **Architecture, design, applied arts,**
- **Multimedia & the new technologies**
- **Interdisciplinary projects**




## Creating a Cooperation Project

## 1. The Idea

- Is it **European**?
- Is it **unique / new / different**?
- Is it a matter of **presentation**?
- What are the **results / outcomes / impact / benefits** ?
- For **whom**? Impact on participants? **Audiences**? On **sector**?
- What is the **dissemination**? *Format? Mechanisms* ?
- How does it **link to broader EU goals and targets** ?

## 2. The partnership

- Reflect the commitment of the project to being **European**
- Bring **new and different strengths** to the project
- Be **clear** in its **structure**
- Be clear in the **role** of each partner
- **Why which** partners? Exercise in **solidarity**?
- Enable each partner to have a roughly **equivalent role** (though the lead partner will have more responsibility)
- Demonstrate **collective ownership** by the partners
- Clearly help **achieve the project's aims and objectives**

## Partners: Who? Where?

- **Networks** – over 100 European cultural networks\*
- **EU programme Contact Points / Offices**
- Key networks & orgs in **different European countries**
- Partner Search **Databases**\*
- Databases of previously successful projects (e.g. **SPPACE**\*, project database from DG EAC)
- **European officers** in local authorities
- **Brussels offices** of regions and cities
- EC organised meetings (Culture Forum, conferences)

\*access via [www.creativeeuropeuk.eu](http://www.creativeeuropeuk.eu)

## The Finances

- Match funding principle
- Every partner expected to put in some resources
- EC contributes:
  - **for Cooperation Projects**
  - “Small” projects: up to **€ 200K - up to 60%**
  - “Large” projects: up to **€ 2 Million - up to 50%**
  - **Networks and Platforms: up to 80%**

## The Finances: Match Funding

- **Project income** (aside from CE programme funding) to come from **funds generated** by the project **partners** – can include:
  - **Own resources**
  - **Deliverables agreed with other partners/funders**
  - **Grants**
  - **Sponsorship**
  - **Donations**
  - **Some seconded staff** (*in moderation*)
- Income can also be **generated by the project** from:
  - **Ticket sales/box office, sales of publications, registration fees...**

## The timeline

- The idea / finding and confirming partners
- Developing project concept, solidifying partnership
- Application with detailed budget & schedule (**annual deadlines**)
- Outcome & grant payment (50-70%\*)
- Project cycle: max 4 yrs
- Report submission
- Payment of final project grant (30%)



## Culture programme 2007-13 in the UK

273 UK organisations were involved in  
344 projects receiving almost 128 million Euros  
in total.

**30%** of UK-involved cooperation projects led by a UK partner.

The number of UK organisations participating as both lead and partners in projects in 2013 increased by **50%** from 2007.

The number of UK organisations participating as lead or partner organisations grew on average by **7%** a year.

UK participating in small Cooperation Projects increased from **23%** to **34%** during the life of the Culture programme.

## Application successes in the UK so far – and ahead

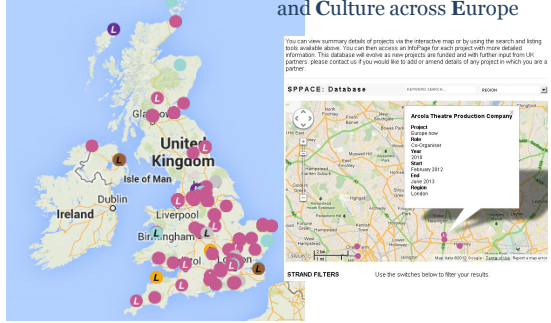
- Success rates for UK led projects very high – **up to 46%** in some Strands for 'Culture 2007-13'
- Out of the **58** Cooperation Projects (Large and Small) selected, **38** of them involved UK-based organisation, making **the UK the best networked** in this latest batch of results.
- **28 organisations from the UK applied as lead partners** for Cooperation Projects (Large and Small)
- Overall success rate for Platforms and Cooperation Projects (Large and Small) of **31%** for UK-led applications.
- Recent results - €5 million awarded to UK cultural and creative organisations to lead collaborative projects with European partners

## Application successes in the UK so far – and ahead

- **BUT:** usually fewer applications from UK than other large European countries
- UK cultural and creative sector very well prepared to work with Creative Europe:
  - UK skills and partners in demand
  - Creative Europe priorities not 'new' for UK

## SPPACE

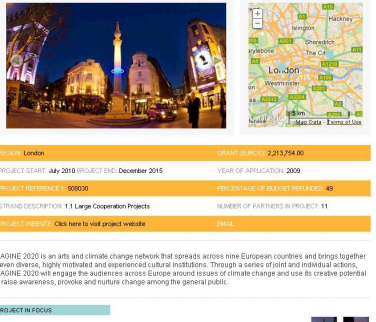
### Selected Projects Promoting Arts and Culture across Europe



[Culturefund.eu/SPPACE](http://Culturefund.eu/SPPACE)

### IMAGINE 2020 - Arts and Climate Change

SEARCH ENTER SPPACE DATABASE



**LOCATION:** London      **GRANT BUDGET:** 2,213,754.00

**PROJECT START:** July 2010    **PROJECT END:** December 2015      **YEAR OF APPLICATION:** 2009

**PROJECT REFERENCE ID:** 00000      **PERCENTAGE OF BUDGET RELEASED:** 42

**STRAND DESCRIPTION:** 11 Large Cooperation Projects      **NUMBER OF PARTNERS IN PROJECT:** 11

**PROJECT STATUS:** [Click here to visit project website](#)      **FINAL**

IMAGINE 2020 is an arts and climate change network that spreads across nine European countries and brings together eleven diverse, highly motivated and experienced cultural institutions. Through a series of joint and individual actions, IMAGINE 2020 will engage the audiences across Europe around issues of climate change and use its creative potential to raise awareness, provide and nurture change among the general public.

**PROJECT IN FOCUS**

## Creative Europe Desk UK - Culture

- **Events:** Information events, and also workshops and surgeries for prospective applicants
- **Newsletter** with updated information on Creative Europe 'Culture' – register via [www.creativeeuropeuk.eu](http://www.creativeeuropeuk.eu)
- **European Commission 'Culture' website:** <http://ec.europa.eu/culture>
- Like us on **Facebook** & follow us on **Twitter:** @CEDUK\_Culture
- **Email:** [creative.europe@britishcouncil.org](mailto:creative.europe@britishcouncil.org)