What’s in it for me? EU programme “Creative Europe”

"Escape and Engagement Residencies as Hosts, Producers and Promoters“. Res Artis Regional Meeting, Vilnius and Nida, 2-5 October 2014

Eglė Deltuvaitė, ES programos „Kūrybiška Europa“ vadovė Lietuvoje
Creative Europe 2014-2020

• Culture sub-programme – 31 %

• Media sub-programme – 56 %

• Financial Guaranty Facility – 13 %
Priorities. Culture sub-programme

Before
• promotion of the trans-national mobility of people working in the cultural sector
• support for the trans-national circulation of cultural and artistic works and products
• promotion of inter-cultural dialogue

After
• Capacity building including audience development
• Circulation alongside with audience development
Structure. Culture sub-programme

- Cooperation Projects
- European Platforms
- European Networks
- Literary Translations
Cooperation Projects?

Transnational cooperation projects bringing together cultural and creative organisations from different countries to undertake sectoral or cross-sectoral activities.
Objectives. Cooperation Projects

• Reinforcing the skills, competences and know-how of creative players (including the use of digital technologies, innovative approaches to audience development, new business and management models)

• Promoting the mobility of cultural players and circulation of work of arts
Priorities of Objective No. 1

• Reinforcing skills, competences and know-how to strengthen the sector

• Supporting actions enabling players to cooperate internationally and to internationalise their careers and activities

• Strengthen organisations and international networking in order to facilitate access to professional opportunities
Priorities of Objective No. 2

• Supporting international cultural activities, such as exhibitions, exchanges and festivals

• Supporting the circulation of European literature (widest possible accessibility)

• Supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and cultural heritage
Shape. Cooperation Projects

Category 1 - Smaller scale projects:
1 project leader and 2 other partners having their legal seats in participating countries - Maximum EUR 200.000 – 60% of total eligible costs

Category 2 – larger scale cooperation projects:
1 project leader and 5 other partners having their legal seats in participating countries - Maximum EUR 2.000.000 – 50% of total eligible costs
Eligible Countries. Cooperation Projects

- EU member states
- EFTA/EEA countries (Iceland and Norway)
- Acceding countries, candidate countries and potential candidates (Albania, Bosnia and Herzegovina, Macedonia, Montenegro, Moldova, Serbia, Turkey)
- European neighbourhood countries (Georgia and ...!)
Eligible Applicants. Cooperation Projects

- active in the cultural and creative sectors

- legal personality for at least 2 years on the date of the deadline for submission
Eligible Activities. Cooperation Projects

- All related to arts, culture, creative industries…*Soft projects*

- audio-visual activities may be eligible as long as they are ancillary to activities from non audiovisual cultural and creative sectors
Award Criteria. Cooperation Projects

- Relevance (35)
- Quality of the content and activities (25)
- Communication and dissemination (20)
- Quality of the partnership (20)
Targeted projects. Cooperation Projects

• Training sessions, workshops, preparation of materials, websites for this purpose, etc.
• Stays and residencies. The activities can include artistic creation, including co-creations and co-productions
• Cultural organisations coming together to co-produce and/or perform and tour in different venues/events in different countries
• Transnational exchanges of artefacts with a particular European dimension…
European Networks

European networks of cultural and creative organisations from different countries.

Capacity Building & Audience development
Objectives. European Networks

Shift from support to advocacy to professionalization:

- Reinforcing the **skills, competences and know-how of creative players** (including the use digital technologies, innovative approaches to audience development new business and management models)

- Strengthen **international networking** in order to facilitate access to professional opportunities
Shape. European Networks

• Only 2 calls during the entire duration of the Creative Europe programme (2013 and October 5th, 2016)

• Networks shall be active in the cultural and creative sectors
Eligibility. European Networks

• demonstrate their existence for at least 2 years on the date of the deadline for submission

• 15 member organisations legally established in at least 10 different countries taking part in the programme, of which at least 5 must have their legal seat in 5 different EU Member States or in an EFTA country
Award Criteria. European Networks

- Relevance (30)
- Quality of the content and activities (25)
- Communication and dissemination (15)
- Quality of the European network (30)
Targeted Projects (I). European Networks

• Organisation of meetings, conferences, workshops and/or the development of tools, including digital tools to foster information exchange, exchange of practice and informal peer learning.

• Facilitating multilateral exchanges, professional networking and partnership and project development. Exchanges maybe among professionals, or multi-layered, eg with artists, policy-makers, etc.
Targeted Projects (II). European Networks

• The analysis and comparison of policies, programmes and impediments to the development of culture at European, national, regional and local levels. The dissemination of accessible and re-usable knowledge to cultural operators, decision-makers, investors, public opinion.

• The collection of quantitative and qualitative data.
Funding. European Networks

• requested EU grant must not exceed 250,000 EUR per year.

• And maximum 80% of the total eligible costs

Next and only left deadline
5th of October, 2016 (four years agreements)
European Platforms

organisations with a European vocation fostering the development of emerging talent and stimulating the transnational mobility of cultural and creative players and circulation of works, with the potential to exert a broad influence on the cultural and creative sectors and to provide for lasting effects.

Circulation & Audience development
Objectives. European Platforms

• to foster the development of emerging talent and stimulating the transnational mobility of cultural and creative players and circulation of works, with the potential to exert a broad influence on the CCS and to provide for lasting effects

• to help increase recognition and visibility of CCP with a strong commitment in terms of European programming through communications activities and branding strategy, including, where appropriate, the creation of a European quality label.
Shape. European Platforms

• 10 organisations (+1) showcasing and promoting European creators and artists joining into a platform managed by a coordination entity.

• Must have showcased at least 30% of emerging artists in the previous 12 months.

• The coordination entity may also award financial support to members.
Shape. European Platforms

• The coordination entity implement the communication and branding strategy and might foster joint activities.

• The coordination entity manages the platform and its activities. It selects its members according to criteria ensuring the achievement of the objectives & priorities of the scheme.

• Only 3 calls during the entire duration of the programme (2014/2015/2017)
Funding. European Platforms

- requested EU grant must not exceed 500,000 EUR per year.

- And maximum 80% of the total eligible costs

Next and only left deadlines

25th of February, 2015 (two years agreements)  5th of October, 2016 (four years agreements)
Eligibility. European Platforms

• Applicant organisations must be active in the cultural and creative sectors

• demonstrate their existence as a legal person for at least 2 years on the date of the deadline for submission

• Member organisations must be legally established in at least 10 different participating countries, of which at least 5 must be EU Member States or in an EFTA country
Award Criteria. European Platforms

- Relevance (25)
- Quality of the content and activities (20)
- Promotion, communication and branding strategy (30)
- Quality of the platform (25)
Targeted Projects. European Platforms

Recently funded: Aerowaves, Beletrina-academic press, In Situ platform, Meetfactory, Ancienne Belgique.
Third Country Costs

What is it?

Up to 30 % of total eligible costs of the project/activity

For example, if the budget of the project is 400 000 eur, third country cost might be up to 120 000 eur
Thank you for Your attention