



CREATIVE EUROPE

Christoph Jankowski

Creative Europe Desk UK

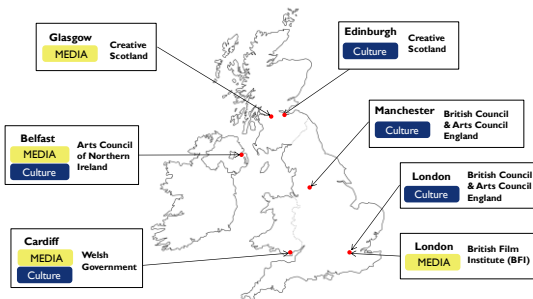
www.creativeeuropeuk.eu

@CEDUK_Culture #creativeeurope

WHAT IS CREATIVE EUROPE?

The European Union's support programme for the audiovisual, creative and cultural sectors with a Europe-wide budget of €1.46 billion from 2014-2020.

CREATIVE EUROPE DESK UK



WHAT IS CREATIVE EUROPE DESK UK?

- 11 staff based in 6 cities in each nation of the UK
- Specialists in both MEDIA and Culture sub-programmes
- Led by **British Council** and **British Film Institute**
- In partnership with **Arts Council England**, **Creative Scotland**, **Welsh Government** and **Arts Council of Northern Ireland**
- With support from the **UK Department for Culture, Media and Sport** and the **European Commission**

CREATIVE EUROPE DESK UK: WHAT DO WE DO?

- Promote Creative Europe at free events nationwide
- Free support and advice for UK applicants via email, phone, Skype, workshops, one-to-one sessions and a new website
- Aim to increase Creative Europe funding which comes to the UK



AIMS OF CREATIVE EUROPE

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



CREATIVE EUROPE'S PRIORITIES

- **Cross-border mobility:**
 - Transnational circulation of professionals and content
- **Audience development**
- **Capacity building:**
 - Digitisation
 - New business models
 - Training and education

CREATIVE EUROPE'S PRIORITIES

Audience development

- Involving audiences at any step of the creative process
- Working **WITH** audiences, not just **FOR** them
- Develop new audiences and maintain existing audiences
- Conduct research on current and potential audiences
- Apply segmentation models i.e. groups/demographics/behaviour
- Map out your audience development strategy
- Integrate research and monitor progress – ask audiences what they think

CREATIVE EUROPE'S PRIORITIES

Cross-border mobility

Mobility not just for mobility's sake, it should result in:

- Improving professional skills, peer learning, education or training
- Artistic creation or production
- Career opportunities
- Reaching new audiences
- Extending lifespan of tour or performance or exhibition
- Increasing consumer choice or access
- Capacity building of cultural operators

CREATIVE EUROPE'S PRIORITIES

Capacity building

- Create opportunities for training for staff, artists, professionals
- Have a collaborative approach to training (peer-to-peer, learn from other sectors)
- Encourage development new skills, ie helping the cultural sector to adapt to new digital developments
- Internationalise careers and access new markets
- Encourage cross-border networking
- Explore new ways of working: diversification of income streams, compare and contrast new business models and marketing techniques



MEDIA SUPPORTS

Audiovisual professionals including....

- producers
- distributors
- sales agents
- training providers
- festival organisers
- exhibitors
- film education specialists
- video game developers



EUROPEAN PRIZES

The European Commission supports a variety of prizes and initiatives:

- **European Capitals of Culture**
- **European Heritage Days**
- **EU Prize for Cultural Heritage (Europa Nostra)**
- **European Heritage Label**
- **EU Prize for Contemporary Architecture (Mies van der Rohe Award)**
- **European Border Breakers Awards (music)**
- **EU Prize for Literature**
- **EU Prix MEDIA (film)**



 **Culture sub-programme**



ELIGIBLE COUNTRIES - 2015

You can collaborate with organisations in

- **28 EU member states**
Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Rep, 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: Albania, Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Republic of Serbia, Turkey, Ukraine**
- **International (non-European) partners can participate**
No more than 30% of project budget can be spent on their activities



CULTURE SUB-PROGRAMME

Four funding opportunities



Cooperation Projects



Literary Translation



Platforms



Networks

- Visual arts
- Theatre
- Opera
- Circus
- Literature
- Music
- Dance
- Fashion
- Heritage
- Design
- Architecture
- Interdisciplinary

COOPERATION PROJECTS

Supports multilateral European partnerships and their joint initiatives

Within a project:

- Artistic creation is possible
- Knowledge and skills transfer
- Capacity building
- Answering a common question

Annual deadlines in early October until 2020



COOPERATION PROJECTS

Two types of Cooperation Projects:

Small Cooperation Projects

- Involve a minimum 3 partners in 3 different countries
- You can apply for up to €200,000



Large Cooperation Projects

- Involve a minimum 6 partners in 6 different countries
- You can apply for up to €2 million



RESPONDING TO CREATIVE EUROPE'S PRIORITIES?

How have UK organisations responded to Creative Europe's priorities?

Let's talk through a few examples.

Browse through many other projects on our website:

www.creativeeuropeuk.eu/funded-projects



SMALL COOPERATION PROJECTS

Let's talk through some examples

- **Moving Classics**
Contemporary classical music, cross-border mobility
- **Take Over**
Performing arts, audience development, young people

MOVING CLASSICS

- Led by Curated Place in Manchester
- Working with 3 partners:
 - South Iceland Chamber Choir, Iceland;
 - The Icelandic Chamber Music Festival, Iceland;
 - Pinquins, Norway.
- Small Cooperation Project
- Received €199,000 in 2014
- 60% of total project budget



MOVING CLASSICS

6 composers work with musicians from UK, Iceland and Norway to develop new contemporary classical works.

Activities include:

- series of festivals showcasing new works
- workshops, masterclasses and debates that connect participants and audiences
- professional development programme
- online resource for musicians and artists seeking new ways to collaborate: www.movingclassics.eu



TAKE OVER

- Led by British Council
- Working with 4 partners:
 - Stowarzyszenie Teatralne "Chorea", Poland;
 - Teatro Della Limonaia, Italy;
 - BIOS Exploring Urban Culture, Greece;
 - Zaduzbina Ilije M Kolarca, Serbia
- Small Cooperation Project
- Received €200,000 in 2014
- 54% of total project budget



TAKE OVER

- All organisations are active in performing arts
- All driven by a strong desire to connect or re-connect with young adults aged 18-28 and engage with a wider, more diverse audience
- Proposed an innovative demand-led audience development model
- Establish a 'Youth Board' in each organisation
- Each 'Youth Board' will be in charge of curating and producing 'Take Over events'
- Opportunity to re-imagine artistic programmes from the point of view of younger generations
- Includes mentoring, online platform, final conference

LARGE COOPERATION PROJECTS

Let's talk through some examples:

- **The Opera Platform**
Opera and digital focus
- **Imagine 2020**
Visual/performing arts and climate change



THE OPERA PLATFORM

- Large Cooperation Project with 17 partners
- Led by Opera Europa, organisation for professional opera companies and festivals throughout Europe
- Includes Royal Opera House and Welsh National Opera from UK
- Working with ARTE, French-German culture broadcaster
- Received €1.8 million in 2014
- 47% of total project budget



THE OPERA PLATFORM

Aims to

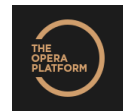
- make opera available to a broader audience across Europe and the world
- showcase the different kinds of operas being produced in opera houses of all sizes across Europe
- celebrate the diversity of European opera
- open opera up to new audiences



THE OPERA PLATFORM

What are the activities?

- Free live streaming of opera performances, at least one per month
- Performances are free to watch for 6 months
- All digital content subtitled in 6 languages
- Other editorial content - background material, archival performances, interviews with major artists, social media initiatives
- Dedicated website and online platform: www.theoperaplatform.eu



IMAGINE2020

- Large Cooperation Project
- Awarded €2 million in 2015
- 10 European performing arts venues and festivals including LIFT and Artsadmin in the UK
- Led by Kaaitheater in Brussels
- Previously supported by the Creative Europe's predecessor Culture programme (2007-2013)
- Partners have track record of working together



IMAGINE2020

- Supports and increases awareness of artistic work that explores causes and effects of climate change
- Research into new ways of producing and presenting exciting artworks with minimal environmental impact
- Share its learning to get the European cultural sector to include climate change concerns in their everyday practice
- Project began with [2 Degrees Festival](#) led by Artsadmin in east London



LITERARY TRANSLATION

Support for publishers for the translation and promotion of European literature and translated works

- Translation of a slate of 3-10 fiction works, their promotion and production
- Can apply for maximum €100,000, 50% of total eligible costs
- Annual deadlines in early February

OR

- **'Framework partnership agreements'**: Slate of 5-10 fiction works per year, their promotion and production
- Can apply for maximum €100,000/year, 50% of total eligible costs
- Next deadline in 2017

AEROWAVES

- Evolved from a Network to a Platform
- Founded in 1996 at The Place, London, by 10 European dance colleagues, now involves partners in 33 countries
- Awarded €420,100 in 2014
- Creates cross-border performance opportunities for emerging choreographers
- Enhances connections between dance artists, programmers and audiences across Europe
- Support its partners to create innovative audience development projects for emerging dance artists



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

EUROPEAN PLATFORMS

European platform to promote new and emerging talent

'Presenting European content to audiences'

- Members of a platform share programmes and artists
- Co-developing, co-creating
- Cooperate on distribution
- Provide visibility and mobility of new talent – min 30% of emerging talent
- Minimum 10 members from 10 countries, 5 from EU Member states
- 80% maximum support
- Multi-annual funding



EUROPEAN NETWORKS

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

'Professionals to professionals'

- Build capacity to work across Europe and adapt to change
- Foster linguistic and cultural diversity
- Cooperate, share experience, promote good practice through e.g. conferences, research
- Minimum 15 members from 10 countries, 5 from EU Member states
- 80% maximum support
- Multi-annual funding

CREATIVE EUROPE-SUPPORTED NETWORKS

Here are a few more examples:

- **EUNIC** is the network of the European National Institutes for Culture
- **European Network of Cultural Centres** (ENCC) represents 3000 cultural centres
- **European Dancehouse Network** (EDN) is a network between European dance houses
- **Jeunesses Musicales International** (JMI) is a youth music network

Look at the full list on our website:

www.creativeeuropeuk.eu/european-networks



Creating a Cooperation Project



WE'LL BE TALKING ABOUT...

- How your application is evaluated
- How your application is scored
- The idea
- The partnership
- How to find partners
- The finances
- Match funding
- Timeline
- Results and application success

HOW IS YOUR APPLICATION EVALUATED?

- Database of experts with a high level of expertise in the sector
- Experts assess applications from their field of expertise
- Experts usually only review applications from outside their country of residence to ensure that there is no conflict of interest
- All applications are assessed by two independent experts
- Score threshold for success varies every year depending on quality of applications
- You receive detailed feedback whether you are successful or not
- Resubmission is possible and you can take on board feedback

HOW IS YOUR APPLICATION SCORED?

The distribution of points has been changed slightly since last year

Criteria	Definition	Maximum points
Relevance	Does the application contribute to the objectives and priorities of the scheme?	30 (previously 35)
Quality of the content and activities	How is the project implemented?	30 (previously 25)
Communication and dissemination	What is the project's approach to communicating its activities and to sharing knowledge and experiences with the sector and across borders?	20
Quality of the partnership	What is the quality of the partnership in terms of effective implementation and sustainability?	20

THE PROJECT IDEA

- How is it **European**?
- How is it **unique / new / different** ?
- What are the **results / outcomes / impact / benefits**?
- For **whom**? Impact on participants? **Audiences**? On **sector**?
- What about **dissemination**?
- Might it **link to broader EU goals and targets**?

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 these 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**

MAKING IT WORK FOR YOU

- Think about how you can align your activities, programme, schedule with Creative Europe projects
- Build this in to the organisational strategy / development plan
- Your European work isn't expected to be separate from your work

HOW TO FIND PARTNERS

Join a European or international cultural network



Some of these are supported by Creative Europe through the **European Networks** strand.



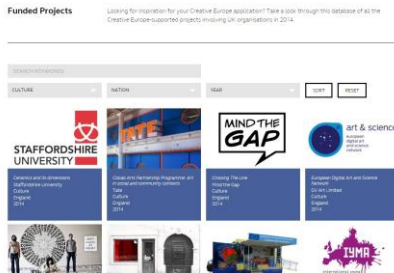
'European Networks' section on our website

www.creativeeuropeuk.eu/european-networks



HOW TO FIND PARTNERS

Look through **funded projects** on our website or the *European Commission Project Results Platform*



HOW TO FIND PARTNERS

- **Visit our website:** www.creativeeuropeuk.eu/find-partner
- **Partner search databases** – see website
- **EU programme Contact Points / Offices**
- Key networks and organisations in **other European countries**
- **European officers** in local authorities
- **Brussels offices** of regions and cities
- European Commission organised meetings like the European Culture Forum (next one in November 2015 in Brussels)

EUROPEAN CULTURE FORUM

- Spring 2016 in Brussels (postponed from Nov 2015)
- Free biennial gathering of European policy makers and those working in the cultural and creative sectors across Europe and beyond
- Focus on how talent can boost innovation, growth and jobs; the digital single market; social cohesion and intercultural dialogue
- Fantastic networking opportunity - Creative Europe Desk UK are hosting networking drinks on first evening



THE FINANCES

- Match funding principle
- Every partner expected to put in some resources
- For Cooperation Projects Creative Europe contributes:

Small projects:

Grants of up to €200,000
Up to 60% of total project budget

Large projects:

Grants of up to €2 million
Up to 50% of total project budget

MATCH FUNDING

Project income (aside from Creative Europe funding) to come from **funds generated** by the project **partners** – can include:

- **Own resources**
 - **Grants**
 - **Generated by the project** from **ticket sales/box office, sales of publications, registration fees...**
 - **Donations and sponsorship**
 - **Some seconded staff** (*in moderation*) – for 'project coordination' and 'artistic' costs for example
 - **Deliverables agreed with other partners/funders**
- ! – **'in-kind' contributions not eligible – BUT valued**
- **All costs, also income, MUST have supporting paperwork and be traceable in an accounting system**

THE FINANCES

Help is at hand!

- Watch a new e-tutorial of the financial management of your Culture sub-programme project
- Download the accompanying Financial Management Guide from Publications page on our website:
www.creativeeuropeuk.eu/publications

THE TIMELINE

- Finding and confirming partners, the idea, developing project concept, solidifying partnership
- Submit application with detailed budget and schedule
- Results published in March-April 2016
- Justification of early start is now part of application form
- Grant payment (50-70%)
- Kick-off meeting organised by Agency
- Project cycle: maximum 4 years
- Report submission
- Payment of final project grant (30%)



APPLICATION SUCCESS 2014

- Nearly 50% of Cooperation Projects involved a UK-based organisation, making **the UK the best networked**
- **47 UK organisations** supported by Creative Europe's Culture sub-programme
- **Over €5.9 million** benefitted UK organisations
- **Strong application success rate** – 24% for UK-led projects, 15% Europe-wide



APPLICATION SUCCESS 2015

- UK received most income of all participating countries - **€5.5 million**
- **53 UK organisations** supported
- UK organisations continued to be well-networked in Cooperation Projects - **46%** involve UK partners or leads
- **80% increase in UK-led applications** and consistently **strong UK application success rate** (twice European average)
- UK creative sector well prepared to work with Creative Europe and in demand as partners as priorities such as audience development and digital are not new

COMMON CONCERNS

"I am working with European partners already but I've never applied before and I hear that the application process is tricky"

"I don't know how to find partners to work with"

"I don't have the budget to go abroad to find partners"

"How important is a partnership to a Creative Europe application and what makes a strong partnership?"

"I heard that the reporting is demanding and we need to account for every staple"

"What if our application is unsuccessful?"



THANKS FOR COMING!

Please complete your evaluation form and tweet about the event

@CEDUK_Culture
#creativeeurope

www.creativeeuropeuk.eu
@CEDUK_Culture #creativeeurope

Creative Europe Desk UK is led by



In partnership with Arts Council England,
Creative Scotland, Welsh Government and
Arts Council of Northern Ireland.

With support from the UK Department for Culture,
Media and Sport and the European Commission