



EU TIPS AND STEPS FOR ACCESSING EU FUNDING & DEVELOPING EU PROJECT IDEA SUCCESSFULLY FOR SOUTH EAST ENGLAND MUSEUMS



'Developed for the South East Museum Development Programme
by Laurie Barriol of Inspire-EU Consultancy'

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-I- What is an EU project?



An EU project is:

- A response to key challenges in your organisation
- It is an answer to your internal strategy
- Contributing to the “Smart, sustainable and inclusive” EU Strategy 2020
- Contributes to the creation of innovative activities
- Working with other EU partners
- Investment: time, money and resources
- A competitive process
- Lasts for 2 to 5 years

-II- EU project development stages

2.1 STEP 1: PROJECT IDEA



Questions you should ask:

- Is it responding to an issue/challenge/ need in your organisation?
- Is there any added-value? Does it make a difference?
- Is it European? Why do you want to develop your idea at EU level?
- Is it unique? Is there any similar project existing? What is the innovative part?
- Is it complementary to local, national, EU strategies?

Examples of project idea themes:

- Audience development
- Touring exhibition
- Capacity building/Skills learning
- Research
- Staff mobility
- Remembrance
- Marketing your heritage assets...

2.1.1 EU projects examples

“An Imaginary European Museum project”



Warhol Flowers 1990 by Sturtevant (left) and The Modern House of Believing or Not by Martin Kippenberger (right) on display in An Imagined Museum: works from the Centre Pompidou, Tate and MMK collections at Tate Liverpool from 20 November 2015 until 14 February 2016

© Tate Liverpool, Roger Sinek

- Touring exhibition
- 3 Partners: Tate Modern (UK), Pompidou (FR), MMK Museum für Moderne Kunst (GE)
- Creative Europe Programme, small cooperation project
- Funding received :€200,000
- Oct 2015 - Jun 2017

<http://www.creativeeuropeuk.eu/funded-projects/writing-exhibitionsexhibiting-literature-imaginary-european-museum>

For more information please contact: Tate Liverpool, Communication Assistant, Laura.Deveney@tate.org.uk

“Dancing Museums project”



“la Briqueterie/Mac Val/Musée du Louvre/Dancing Museums/Creative Europe_ Dancer Lucy Suggate”.

© Oscar Ortega

- Exploring new ways of interacting with audiences
- Responding to the role of live performance in enhancing our understanding and engagement in art
- 13 Partners: FR/IT/NE/UK
- 5 EU dance organisations
- 8 internationally renowned galleries & museums
- Creative Europe, small cooperation project
- Funding received :€200,000
- August 2015-March 2017

<http://www.creativeeuropeuk.eu/news/dance-organisations-galleries-and-museums-collaborate-creative-europe-supported-project>

For more information please contact:

Elisabetta Bisaro, La Briqueterie (France), international@alabriqueterie.com

“The Common Cultural Connections” project



© Maritime Cultural Trust Southampton

- Innovative mobile exhibition focussing on archaeological evidence from coastal and marine sites.
- 3 EU Partners: Maritime Archaeology Trust (UK)/ Centre national de la recherche scientifique (FR)/ Universidad de Cantabria (SP)
- 1 Oct 2014-1 Apr 2016
- Creative Europe Programme
- €200,000 funding

<http://www.creativeeuropeuk.eu/funded-projects/common-cultural-connections-0>

<http://commonculturalconnections.maritimearchaeologytrust.org/>

More information please contact:

Garry Momber, Maritime Archaeology Trust Director

garry.momber@maritimearchaeologytrust.org

“Manufactories of caring space-time” project



© Gorod Ustinov -Micromuseum - MSK Gent

- A platform for new tendencies in art
- Art collectives to produce a project with the surrounding communities.
- Touring collective exhibition
- Community engagement for re-interpretation of art work

- 3 partners: **Museum voor Schone Kunsten in Gent** (Belgium), the FRAC Lorraine in Metz (France) and the Fundació Antoni Tàpies in Barcelona (Spain)
 - May 2015- June 2017
 - Creative Europe programme: small scale cooperation project
 - €200,000 grant
- <http://www.mskgent.be/en/exhibitions/micromuseum-ghent/micro-museum->

For more information please contact: Helena Elshout, project Coordinator, Museum Voor Schone Kunsten Gent (Belgium) , Helena.Elshout@stad.gent

“Bridging generation” project



© Jugend- & Kulturprojekt e.V.

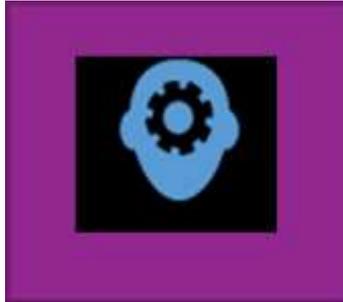
- Strand 1: Remembrance_ EU for Citizen programme
- Collectives memories of senior citizens who lived during and after WWII.
- Partners: in Germany (Lead Partner), Greece, Hungary, Italy and Poland.
- Activities: recording life stories, platform to share stories.
- Funding: €97.750,00
- From October 2014 – March 2016.

https://www.youtube.com/watch?v=D_yTCII3tXs

For more information please contact:

Stefan Kiehn, Chairman of the board, Jugend- & Kulturprojekt e.V. (Germany)
info@jkpev.de

2.2. STEP 2: RESEARCH



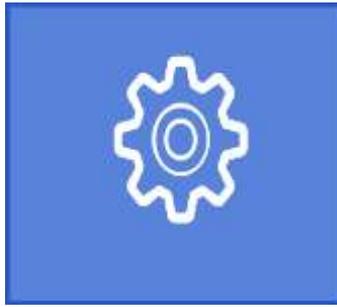
Questions you should ask:

- What results would you like to achieve?
- What will be the impacts? How are you going to measure them?
- What are the objectives of your project?
- Which EU partners would you like to work with?
- Is the project sustainable?
- What relevant EU funding should I choose for my project?
- Is my organisation eligible for the EU funding I want to apply for?

How?

- Make a SWOT analysis of your organisation and your project
- Undertake some benchmarking
- Look at local, regional, national and EU strategies and align them with yours
- Read the EU programme guidelines
- Contact organisations which has been successful in getting EU funding
- Contact EU experts
- Attend EU workshops, Events

2.3 STEP 3: PLANNING



Questions you should ask:

- Have we got enough resources? Time? Match-funding?
- What are the eligibility rules for the activities I want to develop?
- When and how to meet with my EU partners to develop the project?
- Are there any risks and how I could mitigate them?

How?

- Use a work plan to define your project development tasks and timeline
- Plan a risk assessment of your project
- Attend EU workshop, events,
- Meet consortium of EU partners
- Contact EU Experts

2.4 Where to find EU funding to support my project?

Following you will find some examples of EU programmes that could support your project idea.

2.4.1 The EU thematic programme

- **CULTURE & MEDIA**



“**CREATIVE EUROPE** is the European Commission’s programme which support the cultural, creative and audiovisual sectors. From 2014-2020, €1.46 billion is available to support European projects with the potential to travel, to reach new audiences and to encourage skill sharing and development”.

<http://www.creativeeuropeuk.eu/>

An introduction to Creative Europe video:

https://www.youtube.com/watch?v=E2dXf_mP1P8

- **REMEMBRANCE, TWINNING & CITIZEN PARTICIPATION**



The aims of this programme are:

1. To contribute to citizens’ understanding of the EU, its history and diversity
2. To foster European citizenship and to improve conditions for civic and democratic participation at EU level.

Calls of proposals are open for:

Strand 1. European remembrance

Strand 2. Democratic engagement and civic participation:

- Measure 2.1: “Town twinning”
- Measure 2.2: “Networks of town”
- Measure 2.3: “Civil Society project”

https://eacea.ec.europa.eu/europe-for-citizens_en#2016

- **EMPLOYMENT, EDUCATION, TRAINING, YOUTH & SPORT**



“The **Erasmus+ programme** aims to boost skills and employability as well as modernise education, training, and youth work across Europe. It has a budget of approximately 14.7 billion euros across Europe and will, over the next seven years, provide opportunities for over 4 million Europeans to study, train, gain work experience and volunteer abroad and will also support transnational partnerships between education, training and youth organisations, as well as support grassroots sport projects”.

<https://www.erasmusplus.org.uk/about-erasmus>

The impact and success stories the Erasmus+ programme in the UK:

<https://www.youtube.com/watch?v=IY47I6OZSXY&index=13&list=PLtSns03SQVJA0eYEOahmjB3FvmEg4XCP>

- **R&D**



HORIZON 2020 is an EU programme supporting project in the research and development.

Look at the Pillar: Societal Challenges Work Programme Part 13: Europe in a changing world – inclusive, innovative and reflective societies.

Example of project: digital culture heritage

<https://ec.europa.eu/programmes/horizon2020/en/h2020-section/europe-changing-world-inclusive-innovative-and-reflective-societies>

2.4.2 Territorial cooperation EU programmes

Presentation of INTERREG programme video:

<https://www.youtube.com/watch?v=nwVw1pFMBWE&index=17&list=PLtSns03SQVJA0eYEOahmjB3FvmEg4XCP>

INTERREG Channel programme is a cross-border cooperation programme between England and France. If you are interested in EU funding for natural and cultural heritage look at priority 3.1 and for social innovation look at priority 1.2.



<https://interreg5a-fce.eu/>

-III- Top tips to develop your EU project idea successfully



*Specific / Measurable
/Attainable/Relevant /Time based

-IV- EU Project Preparatory Form Template

4.1 Your Organisation

Organisation name	
Sector	
Official Status	
Date of official creation of your organisation	
Previous EU funding?	
Annual turnover	

Your Partners and associated partners you would like to work with in Europe (please duplicate this information for each partner if need it)

Organisation Name (if you know)	
Specialism	
Country	
Reason for partnership	

4.2 Your Project

Theme	What's your project about? Please include working titles where appropriate
Objectives	Why are you doing it?
Actions	What are you planning to do?
Outcomes	What will the outcomes be during and on completion of the project?

The information in this guide is for general guidance and is not legal advice. If you need more details on legal definitions or your legal rights or obligations, please contact an adviser from your preferred EU programme or a solicitor with relevant expertise.