



Creative Europe workshop: Insight and In-depth

@ IETM Bucharest Plenary Meeting21 April 2017



Creative Europe Desks

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Programme

Part I: Programme overview, 15.00 – 16.00

Intro

Best practice cases

Creative Europe priorities & objectives, Europe 2020

Q&A

Pitch, Creative Europe project ideas

Break, divided into groups

Part 2: Workshop on project ideas, 16.15 - 17.10

Group work with project / Creative Europe-project ideas

Plenary presentations by group leaders

Feedback from Desks

Part 3: The application process 17.25 - 18.00

Next steps, useful tips and common pitfalls



Creative Europe Desks - Culture

- Network of 39 national help-centres in 38 countries
- Independent of the European Commission ->
- Max. 50% financed by Commission
- Promoting the results of the programme
- Counselling and coaching
- Training, competency-building and network
- Technical help with applications

The Desks have two drawers ->

- MEDIA (film and computer games)
- Culture (everything else!)

Desk-contacts in your country





Part 1: Creative Europe – Culture
Programme overview
Best practice



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21 April







TYPES OF PROJECTS

Smaller scale cooperation projects

- project leader + at least 2 other partners (min.
- 3 different eligible countries)
- ☐ max. EU grant: EUR 200 000 (60%)

Larger scale cooperation projects

- ☐ project leader + at least 5 other partners (min.
- 6 different eligible countries)
- ☐ max. EU grant: EUR 2 000 000 (50%)

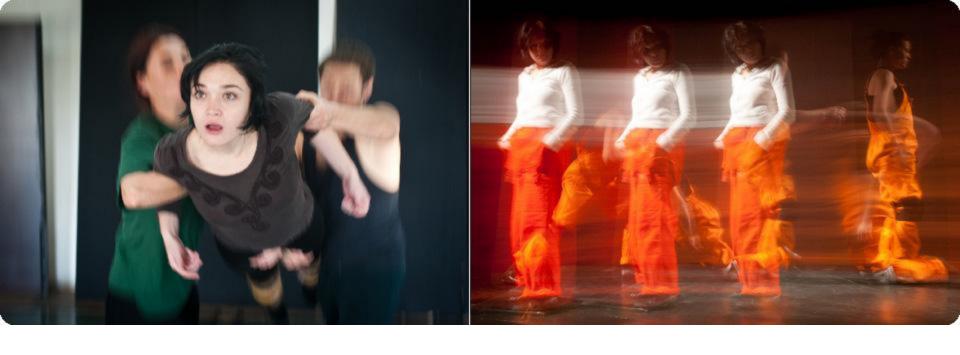
Maximum duration of a project = 48 months











Playing Identities, Performing Heritage

Theatre, Creolisation, Creation and the Commons

"Theatre always performs intangible heritage, keeps alive a shared memory, confirms or re-shapes traditional knowledge."







Type: small scale cooperation project

IN A NUTSHELL

Time span: 1.10.2014 - 30.09.2016

Total budget: 333.724,10 EUR **EU grant**: 200.000,00 EUR (60%)

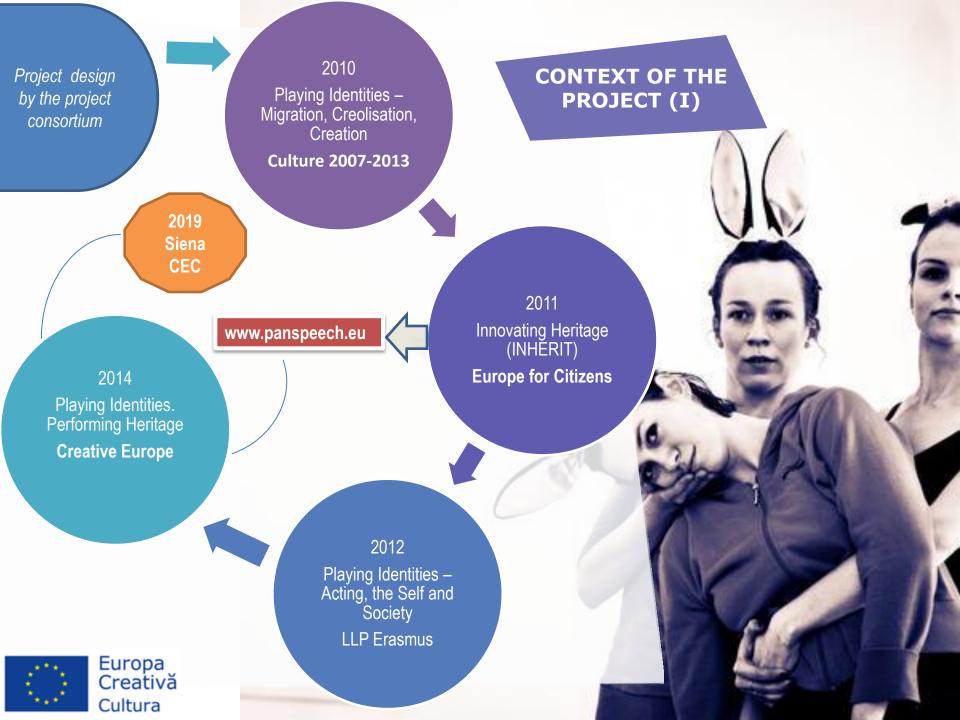
Partenership: 6 organisations, 5 countries

Field(s): performing arts (theatre), immatorial cultural horitage

immaterial cultural heritage

Goal: experiment processes of artistic creation based on the creolisation of diverse European national theatrical traditions, as well as on the relationship between the performers themselves, on one side, and the performers and the public, on the other.

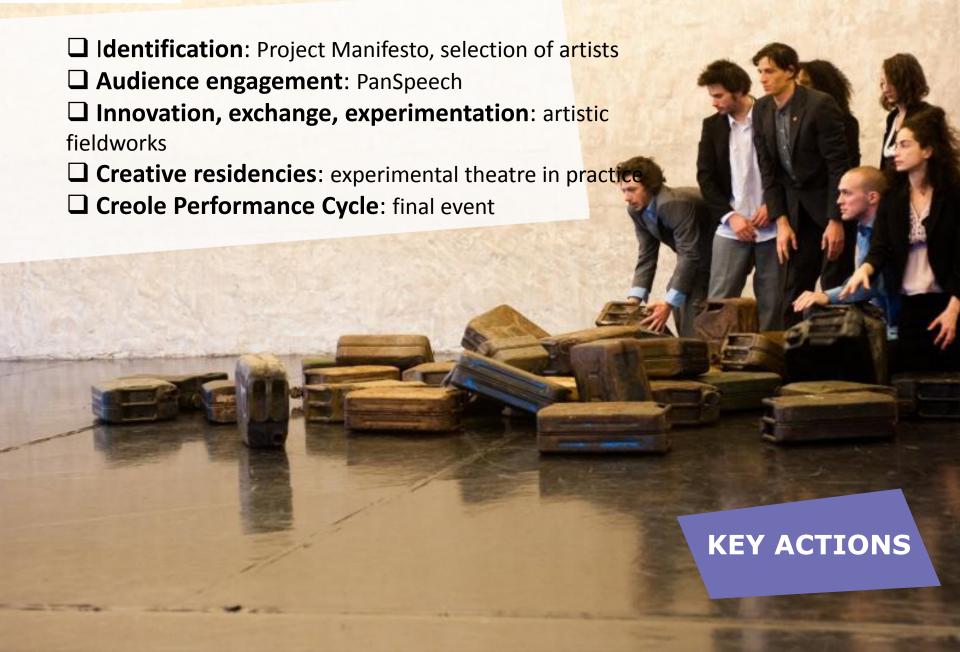




2010 Playing Identities Culture 2007-2013	2011 Innovating Heritage (INHERIT) Europe for Citizens	2012 Playing Identities – Acting, the Self and Society LLP Erasmus	2014 Playing Identities. Performing Heritage Creative Europe
UNIVERSITY OF SIENA: SANTA CHIARA GRADUATE SCHOOL FOR PHD & POSTGRADUATE STUDIES (IT)	UNIVERSITY OF SIENA DEPARTMENT OF SOCIAL, POLITICAL AND COGNITIVE SCIENCES (IT)	UNIVERSITY OF SIENA (IT)	UNIVERSITY OF SIENA (IT)
CENTRO DE ESTUDOS COMPARATIVAS (PT)	UNIVERSITAT AUTÒNOMA DE BARCELONA (ES)	LITHUANIAN ACADEMY OF MUSIC AND THEATRE (LT)	UNIVERSITY OF KENT AT CANTERBURY (UK)
MUNICIPALITY OF CONQUES (FR)	UNIVERSITY OF LJUBLJANA (SI)	LUDWIKSOLSKI STATE DRAMA SCHOOL IN CRACOW (PL)	INSTITUT DEL TEATRE DE LA DIPUTACIO DE BARCELONA (ES)
ELICONA- SERVIZI PER LA CULTAURA E I BENI CULTURALI (IT)	C.RE.S.CO (IT)	UNIVERSITATEA BABES-ROLYAI OF CLUJ-NAPOCA (RO)	LITHUANIAN ACADEMY OF MUSIC AND THEATRE, VILNIUS (LT)
PROVINCE OF SIENA (IT)	EVENTITALIA FORMAZIONE&COMUNICAZIONE (IT)	INSTITUTE DEL TEATRE DE BARCELONA (ES)	THE CENTRAL SCHOOL OF SPEECH AND DRAMA, LONDON (UK)
THE ACADEMY OF HUMANITIES AND ECONOMICS IN LODZ (PL)		ISTANBUL AYDIN UNIVERSITY (TK)	UNIVERSITY BABES BOLYAI OF CLUJ- NAPOCA (RO)
POLESKI OSRODEK SZTUKI (PL)		LONDON CENTRAL SCHOOL OF SPEECH AND DRAMA (UK)	
ASOCIAȚIA CULTURALĂ TEATRUL IMPOSIBIL (RO)			
LATERNA MAGICA CULTARAL DEPOSIT COMPANY (HU)			
ASSOCIATION ERRANCES (FR)		CONTEXT OF THE	Europa Creativă
ASSOCIAZIONE CULTURALE LIBERA UNIVERSITA DEL TEATRO (IT)		PROJECT (II)	Cultura
MUNICIPALITY OF SIENA (IT)			











Complex dimension: scientific/research, artistic creation, production, distribution, professionalization

Audience engagement approach







Focus on the short format in performing arts, on innovation and citizenship.

















PARTNERS

4 partners – 4 countries

Théâtre National de la Communauté française (lead partner) - **BE** Trafó (House of contemporary Arts) – **HU**



Festival d'Avignon FR

AREA6 – Short Theatre - IT







Through the support and promotion of the short format, SOURCE aims at:

- creating new multidisciplinary and cross-sectoral works
- fostering artists' cooperation on a European scale
- strengthening the links between creators and civil society
- working on audience-development: targeting underrepresented and young audiences
- building capacities for artists, audiences and partners.



The partners will commission 8 short creations and run 24 conferences, 12 training sessions (innovation) and 16 workshops (schools).

The focus on short format is considered by the partners as a :

- field for experimentation and innovation
- platform fostering the creation of new scenic writings
- space of encounter between the (new) audience and contemporary scenic writings
- facilitating tool for dissemination of the artists' works

KEY ACTIONS







Avignon & Paris, France

- Festival d'Avignon
- SACD France
- Université
- Quotidien numérique d'information

Budapest, Hongrie

- Trafo
- University of Theatre and Film Arts et Moholy-Nagy University of Art and Design Budapest
- Média

Bruxelles, Belgique

- Théâtre National -Festival XS
- SACD Belgique
- Université catholique de Louvain
- Le Soir

Rome,

- Short Theatre
- Università La Sapienza et Università Roma Tre
- Rai 3 et Rai 5







Objectives

Growing to a sustainable and jobrich future

Five specific objectives within

- 1.employment
- 2. innovation
- 3. education
- 4. social inclusion and
- 5. climate/energy

For more information:

Download brochure



The EU in 2016

- Cohesion
- Migration
- Digitisation
- Youth employment
- Fx European Solidarity Corps
- Strategic job creation

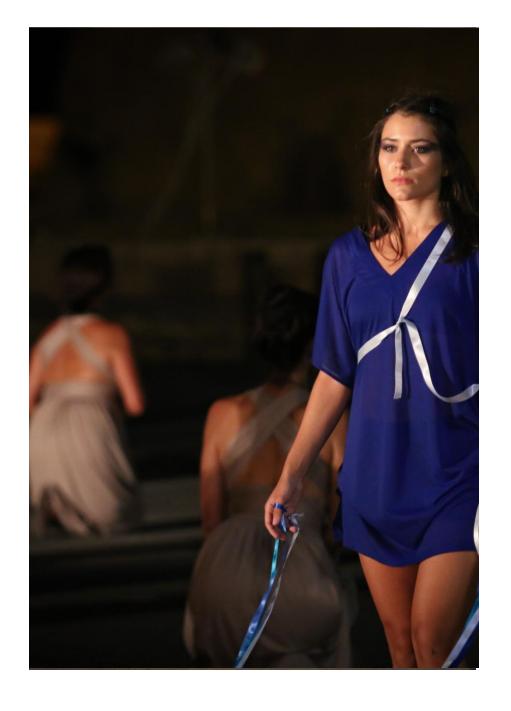
For more information:

The EU in 2016



Creative EuropeGeneral objectives

- Safeguard, develop and promote European cultural and linguistic diversity
- Promote Europe's cultural heritage
- Strengthen competitiveness of creative sectors
- Promoting smart, sustainable and inclusive growth



Creative EuropeGeneral objectives
More information

- Regulation establishing <u>Creative Europe</u>
 <u>Programme</u> (2013)
- Annual Work Programme, 2017
- <u>"Towards an EU strategy</u> <u>fo international cultural</u> <u>relations"</u> (June 2016)

Creative Europe Subprogramme - Culture priorities

- Transnational mobility of artists and professionals
- Audience development
- Capacity building
 - The digital shift
 - New business models
 - Training and education





Creative Europe Beyond 2020

- Make your voice heard!
- IETM
- Open Consultations
- European Culture Forum
- (Berlin, 7-8 Dec 2017, TBC)
- Your local cultural ministry
- Through your Desk!









After the break Until 16.15

16.15 - 17.10

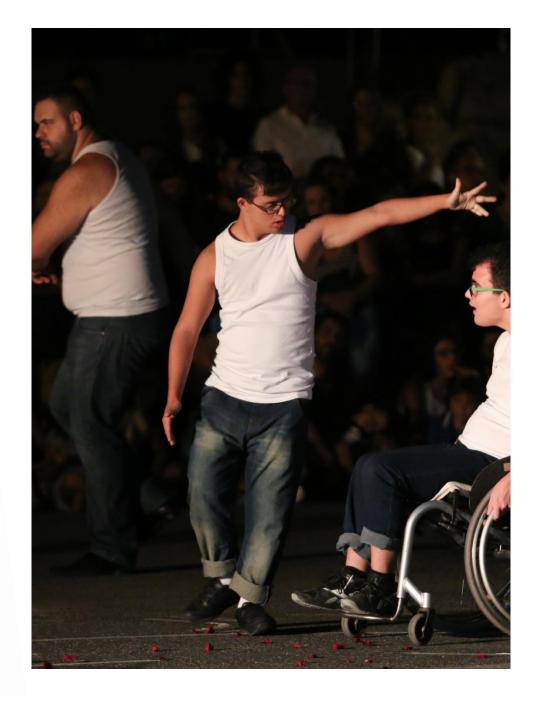
- Divided into groups based on project ideas / interests / random
- Group work on projects
- Facilitated by Desks

17.25 - 18.00

- Application process
- Next steps, useful tips and common pitfalls

Creative Europe Part 2: Group work

- Overall goals of project
- Who is / are the main target group(s)?
- What is the need that it fulfills? Documented?
- Main activities and methodology of project
- Which priorities addressed
- Europe 2020, Creative
 Europe, Culture-priorities







First steps

Start on time! At least 6 months before the deadline

Read carefully <u>all</u> the official documents:

- call for proposals
- guidelines
- guide for applicants, guide for experts
- financial information kit
- e-tutorial about the financial management of your project
- eForm & annexes

SWOT of your organisation (good analysis before starting) Look at:

- similar projects and practices (esp. from the funded ones) to better position yourself and relevantly add to previous work (also see Creative Europe Dissemination Platform);
- Studies, research on the topic you chose (e.g. audience development theory)
- Policy context/ priorities (EU, national)



Prepare your application

- Build an open, strong and complementary partnership!
- Use project management tools (e.g. logical framework matrix)!
- Elaborate on :
 - project objectives / innovation
 - expected results,
 - o planned activities,
 - target audience,
 - roles and tasks of each partner.
- Added value and European dimension!
- Be precise and convincing!
- Ask for feedback from the Creative Europe Desks!



The application file

- PIC number
- eForm
- Detailed description
- Budget
- Annexes:
 - declaration on honour,
 - cooperation agreement,
 - mandate letters,
 - activity reports / statutory documents,
 - partnership information,
 - financial documents (financial identification form, financial capacity form).



eForm: award criteria

Most important part of the eForm!

Evaluation of 4 criteria for 100 points:

- Relevance to the objectives and priorities of the strand (30%)
- Quality of the content and of activities (30%)
- □ Communication and dissemination (20%)
- Quality of the partnership (20%)



1. Relevance to the priorities

Relevance of the project's strategy to implement the priorities:

- Convincing, clearly defined and innovative strategies proposed to achieve these priorities
- Results that go beyond the sole interest of the partners and direct participants and have potential long-term impacts
- Complementarity to cultural actions implemented at national, regional or local level



2. Quality of the content

Evaluation of the project implementation:

- concrete and well defined activities and outputs (deliverables) in line with the objectives and the target audience
- clear and appropriate qualitative and quantitative assessment of the results
- relevant experience of the team taking part in the project
- appropriate allocation of the budget and human resources to the activities
- clear and realistic timetable for implementing the project activities



3. Communication & dissemination

Clear and appropriate communication strategy (plan, objectives, targets, responsibilities, calendar)

 visible EU support during and beyond the project, contribution to a positive image of the EU

Maximize impact/ dissemination of the experience and knowledge acquired through the project at local, regional, national and/or European level (how and to whom)



4. Quality of the partnership

General co-ordination => effective implementation of the activities, long-term vision, sustainability...

- design of the partnership / complementarity
 strong involvement of all partners, clear division of tasks
- sustainability of the partnership beyond the project
- partners from a diverse geographical range of countries



Annexes: Detailed description

Well structured, clear, precise, simple: the whole project presentation!

- General concept & objectives in line with the programme priorities
- Activities envisaged and their objectives
- Impact at European level
- Role of the different partners

Any other elements for which there was not enough space in the eForm (esp. in connection to the award criteria)



Budget - Eligible costs

Costs actually incurred by beneficiaries during the project + costs relating to the final report

2 types of costs:

- <u>Direct costs</u>: staff, travel and subsistence, equipment (depreciation), consumables and supplies etc.
 - Costs linked to third countries (activities, people): max. 30% of the total eligible budget
 - Indirect costs (max. 7%): premises and related expenses, office expenses and consumables (e.g. telephone, postal services, photocopies,...)



Budget - Income

- 1. EU grant
- 2. profit generated by the project
- 3. self-financement (mandatory)
- 4. contributions from public or private sources

Budget in Euro (rate of the date of the call for proposals)!



Submission of proposals – Check list

Online:

- eForm
 - + budget
 - + detailed description
 - + declaration on honour + mandates
 - + partnership information (incl. cooperation agreement)

Other documents to be prepared and sent on request!

Do not wait until the last day to send your application!



Evaluation / selection

- 1. Eligibility, exclusion and selection criteria (EACEA)
- 2. Award criteria (independent experts)
- 3. Evaluation committee (funding decision)



Important to remember (I)

- in kind contributions not eligible
- profit generated by the project reinvested by the end
- co-funding proof not requested when applying
- pre-funding between 70% 40%
- ≠ max. 7% for indirect costs
- project management cannot be subcontracted
- •max. 30% of the budget to third countries expenses
- •formal cooperation agreement between partners: a must!



Important to remember (II)

Cross-border mobility: Mobility not just for mobility's sake

- 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



Weak points in applications – general remarks

- Poor quality of the detailed description of the project
- Incoherence between eForm and detailed description
- Weak methodology for quantitative/qualitative assessment of project results
- Weak communication and dissemination strategy
- Poor understanding of the audience development concept (audience development strategy ≠ communication strategy)
- Poor incorporation of the new objectives of CE
- Lack of innovation



Results of cooperation projects 2014-2016

Strong competition!

Small scale

2014: 337 projets -> 42:12.46 %

2015: 476 projets -> 67:14.13 %

2016: 404 projets -> 49:12.13 %

Large scale

2014: 74 projets -> 21:28.38 %

2015: 127 projets -> 17:13.38 %

2016: 125 projets -> 15:12 %





THANK YOU! Creative Europe Desks team

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