

Creative Europe – Culture sub-programme

Briefing Note

From Creative Europe Desk UK – Culture

Creative Europe is the next EU programme aimed at supporting the cultural and creative sectors. It brings together the former Culture 2007-2013, MEDIA and MEDIA Mundus programmes. The budget for the programme is €1.46 billion for 2014-2020, which is an increase of about 9% on past funding levels.

The first round of deadlines was in March 2014 and the next deadline for Cooperation Projects is on 1 October 2014. All deadlines can be found on the website: www.culturefund.eu/deadlines

The programme's overall priorities are to:

- Strengthen the sectors' capacity to operate transnationally
- Promote the transnational circulation of works and operators and reach new audiences in Europe and beyond
- Encourage innovation and creativity
- Strengthen the sectors' financial capacity
- Strengthen policy making

For the Culture sub-programme of Creative Europe, there is a shift from the previous objectives of European integration and intercultural dialogue to:

- Strengthening of the sector and capacity building
- Audience development
- New business models
- Digital projects

Other key changes:

- New financial facility – this will be in the form of bank loans to the sector (from 2016)
- Streamlined application and funding strands (reduced strands from 9 to 4); online application forms and simplified forms

Forthcoming Strands and Deadlines

- **Cooperation Projects:** 7 October 2015*
- **Literary translation (Category I - two year projects):** 3 February 2015*
- **European networks:** 5 October 2016
- **European “platforms” with a structuring effect :** 25 February 2015

*Further annual deadlines are set each year.

70% of the Culture sub-programme budget will be spent on the Cooperation Projects. These are jointly developed and managed programmes of activities responding to the objectives and priorities outlined above. Small Cooperation Projects must have **at least three partner organisations in three different countries**; Large Cooperation Projects must have **at least six**.

The Countries

The Culture programme (2007-2013) covered 37 eligible countries. Creative Europe is open to European Neighbourhood countries to join, once they have finalised agreements with the EU. The following countries are eligible:

28 EU 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 / EFTA countries: Norway and Iceland (not yet Switzerland)

‘Candidate’ countries, potential candidate countries and countries covered by the European Neighbourhood Policy which have expressed their interest in participating in the Creative Europe Programme can apply. The Culture’ sub-programme only Albania, Former Yugoslav Republic of Macedonia, Montenegro, Republic of Serbia, Moldova, Georgia.

An up-to-date list can be downloaded here, which will reflect the commitments from countries interested in joining the programme: bit.ly/CEeligible

It is possible to involve **partner organisations from any other countries**, once the minimum amount of eligible partners is reached and a **maximum of 30% of the overall project budget** can be allocated to their involvement.

Available Funding

- **Small Cooperation Projects:**
Up to €200,000 can be applied for, which represents a maximum of 60% of the total project budget (40% of the budget must come from other sources).
- **Large Cooperation Projects:**
Up to €2 million can be applied for, which represents a maximum of 50% of the total project budget (50% of the budget must come from other sources).
- **Networks and Platforms:**
Up to €250,000 and €500,000 can be applied for Networks and Platforms respectively, which represents a maximum of 80% of the total project budget (20% of the budget must come from other sources).
- **Literary Translation:**
Up to €100,000 can be applied for, which represents a maximum of 50% of the eligible costs. New Partnership agreements allow for multiple years of funding. (See guidelines for more detail: bit.ly/littransguidelines)

The Process of Developing, Applying and Delivering a Cooperation Project

- Visit our SPPACE database of successful projects for inspiration: www.culturefund.eu/space
- Look for partners and brainstorm ideas: www.culturefund.eu/?p=556
- Develop the project concept with the partners and solidify the partnership
- Submit application with detailed budget and activity schedule
- Outcome and first grant payment (40-70% of EU grant)
- Project cycle: up to 4 years
- Second grant payment for some projects (30-40% of EU grant)
- End of project / report submission
- Payment of final project grant (30% of EU grant)



Award Criteria (Cooperation Projects)

The award criteria have also been streamlined and now exist in four categories:

- **Relevance:** Does the application contribute to the objectives and priorities of the scheme? – 35 points
- **Quality of the content and activities:** How is the project implemented? – 25 points
- **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 points
- **Quality of the partnership:** What is the quality of the partnership in terms of effective implementation and sustainability? – 20 points

Read these in more detail here (on pages 11-13): bit.ly/awardcriteria

Was there an Advantage to Applying for the First Deadlines in March 2014?

Not particularly, but note that Platforms, Networks and Literary Translation Framework Partnerships funding deadlines are not scheduled regularly:

- **Platforms** can be applied for in March 2014 for a period of 3 years, February 2015 for a period of 2 years, and October 2016 for a period of 4 years.
- **Networks** can be applied for in March 2014 for a period of 3 years and October 2016 for a period of 4 years.
- **Literary Translation Framework Partnerships** can be applied for in March 2014 for a period of 3 years, and in February 2017 for a period of 4 years.

Rules Carried Over from the EU Culture programme (2007-2013)

- In-kind contributions are not eligible match funding. All match funding must be able to be traced through an accounting system and “cash” must change hands.
- A maximum of 7% of the budget can be allocated for overheads (office space, copier rental, etc).
- Buildings and infrastructure are not eligible as costs – only project activities and equipment necessary to carry out those activities.
- Lead partners of a Large Cooperation Project cannot also lead another cooperation project simultaneously.

New Rules under Creative Europe

- All cooperation projects are now allowed 4 years maximum from start to finish.
- Costs in other (non-eligible) countries are now allowed up to 30% of the budget (an increase from the previous 15%).
- Match funding rates have changed slightly, with up to 60% of the eligible budget for small cooperation projects supported by Creative Europe.
- Cooperation agreements are required for all cooperation projects – both small and large.
- Partners will need a Participant Identification Code (PIC) to apply, which is a streamlined process that allow your legal documents to be stored and reused in future applications.
- There is no administrative costs limit (previously 15% under the Culture programme).
- There are new payment schedules, see more here (pages 13-15): bit.ly/newCERules
- The exchange rate between the Euro and other currencies for purposes of developing the

- project budget will be the rate for 10 December 2013 (the date of publication of the calls).
- For projects focusing on audience development, note the Executive Agency's guidance on what constitutes audience development here (page 26): bit.ly/newCERules

The Good News

Success rates for UK-led projects are very high compared to the other large European countries – up to 46% in some strands, and have been up to twice the European average. However, there are usually fewer applications from UK than other large European countries. There is a lot of room and, hopefully, appetite for more participation in Creative Europe from the UK. We believe that the UK cultural and creative sectors are very well prepared to work with Creative Europe and to be even more successful in applying for support to Cooperation projects. UK partners and skills have been in demand in the past and UK partners will have an advantage for the new priorities (including audience development and new business models) because they are familiar with these themes that are not always found across Europe.

For more information, and to keep up-to-date with Creative Europe, sign up to the Creative Europe Desk for Culture regular e-newsletter: www.creativeeuropeuk.eu/join/subscribe/

This briefing note is not a substitute for the Creative Europe guidelines. Is it intended to help applicants understand the new programme, but the Guidelines themselves should be read in advance of developing an application:

Cooperation Project Guidelines
European Networks Guidelines

Literary Translation Guidelines
European Platforms Guidelines

Creative Europe is an initiative of the [European Commission](#) and managed by the [Education, Audiovisual and Culture Executive Agency](#). Applications are evaluated by a committee of independent experts from the arts, culture and heritage sectors. The programme also awards prizes such as Europa Nostra (cultural heritage), the European Prize for Literature and the European Border Breakers Awards (contemporary music) and designates the European Capitals of Culture. Creative Europe information and the EU Commission's website: bit.ly/CreativeEuropewebsite

A searchable database of projects supported by the Culture programme (2007-2013) with UK partners on SPPACE – with photos, project descriptions and contacts: www.culturefund.eu/SPPACE

Find out more:

www.facebook.com/CEDUKCulture

Twitter: @CEDUK_Culture #CreativeEurope

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