



Creative
Europe
Desk UK

CREATIVE EUROPE

Funding and opportunities
for creative, cultural and
heritage projects



www.creativeuropeuk.eu
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INTRODUCTION

Creative Europe is the European Union's programme to support the cultural, creative and audiovisual sectors. From 2014-2020, €1.46 billion is available to support European projects with the potential to travel, reach new audiences and encourage skill sharing and development.

Creative Europe brings together a Culture sub-programme, which provides funding for the cultural and creative sectors, and a MEDIA sub-programme, which invests in film, television, new media and games.

Creative Europe's Culture sub-programme supports creative, cultural and heritage organisations through four funding opportunities:

- **Cooperation Projects**
European collaborative projects
- **European Platforms**
Distribution of new works
- **European Networks**
Professional exchange
- **Literary Translation**
Translation of European works

► Performance of *The Whistle* by Squarehead Productions (Ireland) at BE FESTIVAL 2014. This Birmingham-based festival is part of a Cooperation Project called *International Young Makers in Action*.
Photo © Alex Brenner



CREATIVE EUROPE'S OBJECTIVES AND PRIORITIES

Collaboration is a key part of Creative Europe and the best projects are ideas-led, jointly developed with partners and respond directly to the following priorities and objectives.

CREATIVE EUROPE'S OBJECTIVES

- Develop 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)
- Strengthen policy making

CREATIVE EUROPE'S PRIORITIES

Cooperation Projects, the main funding opportunity of the Culture sub-programme (explained overleaf), supports activities that respond to one or more of the following priorities.

Cross-border mobility

Mobility not just for mobility's sake

- Improve professional skills, peer learning, education or training
- Artistic creation or production
- Career opportunities
- Reach new audiences
- Extend lifespan of tour or performance or exhibition
- Increase consumer choice or access
- Capacity building of cultural operators



▶ **Made@EU** is a Cooperation Project involving Plymouth College of Art, exploring digital fabrication knowledge and technologies in creative and artistic practice.

Audience development

Working with audiences, not just for them

- Involve audiences at any step of the creative process
- 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

Capacity building

- Create opportunities for training for staff, artists, professionals
- Have a collaborative approach to training (peer-to-peer, learn from other sectors)
- Encourage new skills, i.e. 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

COOPERATION PROJECTS

Cooperation Projects is the Culture sub-programme's main funding opportunity and around 70% of the budget is allocated to these projects.

WHAT DOES THIS FUNDING SUPPORT?

This funding opportunity supports cultural and creative transnational collaborative projects across any art form for a maximum duration of four years.

There are two types of Cooperation Projects:

SMALL COOPERATION PROJECTS

- You could apply as a partnership of a minimum of 3 partner organisations from 3 different eligible countries.
- You can apply for a grant of up to €200,000.
- You can apply for up to 60% of the total project budget. Match funding is required.

LARGE COOPERATION PROJECTS

- You could apply as a partnership of a minimum of 6 partners from 6 different eligible countries.
- You can apply for a grant of up to €2 million.
- You can apply for up to 50% of the total project budget. Match funding is required.

WHO IS THIS FUNDING FOR?

Creative, cultural and heritage organisations working across any art form, such as visual arts, dance, theatre, literature, performance, music, heritage, architecture, design, circus, festivals, craft and fashion. This includes higher education institutions, local authorities, social enterprises, charities and companies operating in the cultural and creative sectors.

The applicants (the project leader and the partners) must be active in the cultural and creative sectors and be legally established in one of the countries participating in the Culture sub-programme of Creative Europe for at least 2 years on the date of the deadline for submission. Individuals may not apply for a grant.

HOW MUCH CAN YOU APPLY FOR?

- Up to €200,000 for Small Cooperation Projects
- Up to €2 million for Large Cooperation Projects
- These grants are shared between partners and the partnership decides how much is allocated to each organisation.
- Match funding is required and the partners decide how much each organisation agrees to contribute.

WHICH COUNTRIES ARE ELIGIBLE?

You can collaborate with any of the following countries:

- 28 EU member states
- EEA Countries: Iceland, Norway
- Neighbourhood countries such as: Albania, Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Republic of Serbia, Turkey and Ukraine
- Organisations and individuals from non-eligible countries can still participate and benefit from up to 30% of the project budget once the eligibility threshold is met.

Eligible countries can change so check our website for updates.

HOW OFTEN ARE THE DEADLINES?

The annual deadline for Cooperation Projects is in the first week of every October and the application forms and guidelines are published online several months before the deadline. Sign up to our newsletter for updates.

HOW DO I FIND PARTNERS?

Time and investment are needed to build a strong partnership so that you can jointly develop a project and application. These partnerships can come about organically: you might already be working with international peers and organisations. You can also find partners by:

- attending **networking events, festivals and conferences** with an international or European theme
- joining a **European cultural network:** www.creativeeuropeuk.eu/european-networks
- looking through our **database of funded projects** to see which organisations have worked with Creative Europe before
- using online platforms such as **partner search databases** and **LinkedIn**

Read more tips on how to find a partner:

www.creativeeuropeuk.eu/find-partner

COOPERATION PROJECTS CASE STUDIES

MOVING CLASSICS

- Small Cooperation Project led by Curated Place in Manchester;
- Working with 3 partners: South Iceland Chamber Choir, Iceland; The Icelandic Chamber Music Festival, Iceland; Pinguins, Norway;
- Received Creative Europe support of €199,000 in 2014, which is 60% of the total project budget.

Six composers are working with musicians from UK, Iceland and Norway to develop new contemporary classical works. Over 2 years, their activities include:

- A 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

IMAGINE2020 (2.0)

- Large Cooperation Project led by Kaaitheater in Brussels;
- The partnership brings together 11 European performing arts venues and festivals including 2 UK partners: LIFT and Artsadmin;
- Received Creative Europe support of €2 million, which is 50% of the total project budget. This project was previously supported by Creative Europe's predecessor, the EU Culture Programme (2007-2013).

As part of this 4-year project, Imagine2020 (2.0) aims to:

- Support and increase 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.

▶ Cycle Music and Art Festival, Iceland. Part of **Moving Classics**, which is led by Curated Place.



OTHER FUNDING OPPORTUNITIES

EUROPEAN PLATFORMS

This funding opportunity supports European cultural, creative or heritage organisations to work together to promote new and emerging talent through co-development, co-production and programming. They make a commitment to present European-produced content and to provide visibility and mobility of new talent.

- A European Platform must involve a minimum of 10 members from 10 countries (including 5 EU member states).
- You can apply for up to €500,000, which can be 80% of the total platform budget. Match funding is required for the remaining 20%.
- The next deadline is scheduled for October 2016; please check our website for updates.
- Two UK-led European Platforms have been supported so far: *Aerowaves*, for emerging choreographers and dance artists, and *Literary Live Europe*, for emerging European literary creators.

EUROPEAN NETWORKS

This funding opportunity encourages professional exchange and capacity building within the sector by supporting existing European creative and cultural networks.

- Networks must involve a minimum of 15 members from 10 countries (including 5 EU Member states).
- You can apply for up to €250,000, which can be 80% of the total platform budget. Match funding is required for the remaining 20%.
- The next deadline is scheduled for October 2016; please check our website for updates.
- Networks can apply for a 4-year framework partnership agreement.
- Take a look at some networks: www.creativeeuropeuk.eu/european-networks

LITERARY TRANSLATION

This funding opportunity is aimed at publishers or publishing groups and it supports the translation, production and promotion of European fiction, poetry and plays. It supports the translation of literary work from one European language to another in order to encourage new audiences and promote cultural exchange.

- Publishers can apply for up to €100,000, which represents a maximum of 50% of the eligible costs, with a slate of 3-10 works.
- There are two categories of Literary Translation funding. The first is for 2-year projects and has an annual deadline in February; the second is for longer-term support through a framework partnership agreement and the deadlines are less regular (the next deadline is in 2017).

- ◀ Igor and Moreno, *Idiot Syncrasy*. A performance selected by *Aerowaves*, a European Platform for emerging choreographers and dance artists, which is supported by Creative Europe. Photo: Alicia Clarke





▶ **Turfed**, commissioned by LIFT and Momentum Arts in partnership with Street Child World Cup. Produced by LIFT, part of **Global City - Local City**, a Cooperation Project which received EU funding. liftfestival.com
Photo: Ellie Kurtz

HOW SUCCESSFUL ARE UK ORGANISATIONS?

- Creative Europe's Culture sub-programme has supported over 90 UK cultural, creative and heritage organisations with grants totalling over €10 million in 2014-2015.
- Cultural, creative and heritage organisations of all shapes and sizes and from across the UK have successfully applied to take part in collaborative projects, including local councils and higher education institutions.
- UK organisations are well-networked in Cooperation Projects, being involved as a partner or a lead in around half of all funded projects in both 2014 and 2015.
- UK-led projects have a strong application success rate, which is up to twice the European average.
- Nearly all successful UK-led projects have been supported and advised by Creative Europe Desk UK.

▶ Front cover image:
East London Comic Arts
Festival, 2015.
Part of a Cooperation
Project called **Transbook**.

GET IN TOUCH

Creative Europe Desk UK offers free advice and support to UK applicants. Come to one of our regular workshops, seminars and networking events, drop us an email or call us for a chat to discuss your ideas and get application advice.

Our team of specialists is based across the UK, in London, Manchester, Edinburgh, Glasgow, Cardiff and Belfast:

www.creativeeuropeuk.eu/contact-us

Visit our website to browse funding opportunities, be inspired by funded projects and keep up-to-date with the latest deadlines via our e-newsletter:

www.creativeeuropeuk.eu

Follow us on Twitter: **@CEDUK_Culture #creativeeurope**

Like us on Facebook: **/CEDUKCulture**

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