

# CREATIVE EUROPE (2014-2020)

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## *Culture Sub-programme*

### CALLS FOR PROPOSALS:

EAC/S16/2013: EUROPEAN COOPERATION PROJECTS

EAC/S18/2013: EUROPEAN NETWORKS

EAC/S17/2013: EUROPEAN PLATFORMS

EAC/S19/2013: LITERARY TRANSLATION PROJECTS



## ***Programme Priorities***

The priorities of the Culture Sub-programme are to reinforce the cultural and creative sectors' capacity to operate transnationally and internationally and to promote transnational circulation and mobility. The Culture Sub-programme shall provide support in particular for:

- (a) Transnational cooperation projects bringing together cultural and creative organizations from different countries to undertake sectoral or cross-sectoral activities;
- (b) Activities by European networks of cultural and creative organizations from different countries;
- (c) Activities by organizations with a European vocation fostering the development of emerging talent and stimulating the transnational mobility of cultural and creative players and circulation of works, with the potential to exert a broad influence on cultural and creative sectors and to provide for lasting effects;
- (d) Literary translation and the further promotion of translated works.

## ***Eligibility Criteria***

The schemes are open to cultural and creative operators which are active in the cultural and creative sectors as defined in article 2 of the Regulation who are legally established in one of the countries participating in the Culture Sub-programme. The schemes are open to cultural operators which have had a legal personality for at least 2 years on the date of the deadline for submission of applications and which are able to demonstrate their existence as a legal person. Natural persons may not apply for a grant.

Applications from legal entities established in one of the following country categories are eligible:

1. EU Member States and overseas countries and territories which are eligible to participate in the Programme pursuant to Article 58 of Council Decision 2001/822/EC2;
2. Acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy, in accordance with the general principles and general terms and conditions for the participation of those countries in Union Programmes established in the respective Framework Agreements, Association Council Decisions or similar agreements;
3. EFTA countries which are parties to the Agreement on the EEA, in accordance with the provisions of the EEA Agreement;
4. The Swiss Confederation, on the basis of a bilateral agreement to be concluded with that country;
5. Countries covered by the European Neighbourhood Policy in accordance with the procedures defined with those countries following the framework agreements providing for their participation in EU Programmes.

The Agency may select proposals from applicants from non EU countries provided that, on the date of the award decision, agreements have been signed setting out the arrangements for the participation of those countries in the Programme established by the Regulation referred to above. Applicants must have stable and sufficient sources of funding (financial capacity) to maintain their activity throughout the period during which the project is being carried out and to participate in its funding. Applicant organizations must have the professional competencies and qualifications required to complete the proposed project (operational capacity).

Applicants must submit a declaration on their honour, completed and signed, attesting to their status as a legal person and to their financial and operational capacity to complete the proposed activities.

In addition to the declaration on honour, applicant organisations applying for a grant above EUR 60 000 must submit together with their application, complementary & mandatory documents as described in the specific guidelines.

### ***Award criteria***

Eligible applicants will be assessed on criteria such as relevance, quality of the content and activities, communication and dissemination, quality of the partnership/network/platform and for literary translation projects also on the criteria of promotion and communication of the translated package and winners of the EU-prize for literature.

### ***Eligible costs***

Eligible costs include direct costs such as the cost of staff assigned to the project, the costs of travel and subsistence allowances, depreciation cost of equipment, costs of consumables and supplies, sub-contracting, other costs (i.e. dissemination of information, translations, reproduction etc.), costs relating to a pre-financing guarantee and external audits (where required) and non-deductible value added tax for all activities which are not activities of the public authorities in the Member States. Indirect costs-overheads are also eligible and include a flat-rate amount of maximum 7% of the eligible direct costs of the project.

### ***Budget and Deadlines***

The total budget amounts to EUR 455 million for the entire programming period (2014-2020). The budget for 2014 is in the range of EUR 48 million. The breakdown per scheme, which is described in the pages which follow, is presented in the table below as well as the respective deadline.

<b>Scheme</b>	<b>Budget</b>	<b>Deadline</b>
<b>European cooperation projects</b>	38.000.000 EUR	5 March 2014
<b>European networks</b>	3.400.000 EUR	19 March 2014
<b>European platforms</b>	3.400.000 EUR	19 March 2014
<b>Literary translation projects</b>	3.575.537 EUR	12 March 2014

### ***Links***

Detailed information regarding the application guidelines can be found by accessing the websites below:

[http://ec.europa.eu/culture/index\\_en.htm](http://ec.europa.eu/culture/index_en.htm)

[http://eacea.ec.europa.eu/culture/index\\_en.htm](http://eacea.ec.europa.eu/culture/index_en.htm)

## ***Specific conditions for participation***

In this section we outline the key specific conditions for participation in this Call under the following schemes:

### **EAC/S16/2013 – European cooperation projects**

#### ***Main objectives***

The main objectives of the support for transnational cultural cooperation projects are to support the capacity of the European cultural and creative sectors to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists.

The priorities in the field of reinforcing the cultural and creative sector's capacity to operate transnationally shall be the following:

- supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models;
- supporting actions enabling cultural and creative players to cooperate internationally and to internationalize their careers and activities in the Union and beyond, when possible on the basis of long-term strategies;
- providing support to strengthen European cultural and creative organizations and international networking in order to facilitate access to professional opportunities.

The priorities in the field of promoting transnational circulation and mobility shall be the following:

- supporting international cultural activities, such as for instance exhibitions, exchanges and festivals;
- supporting the circulation of European literature with a view to ensuring the widest possible accessibility;
- supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and tangible and intangible cultural heritage. Audience development seeks to help European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups. It also seeks to help cultural organizations adapt to the need to engage in new and innovative ways with audiences both to retain them, to build new audiences, diversify audiences including reaching current "non-audiences", and to improve the experience for both existing and future audiences and deepen the relationship with them.

This measure has a flexible, interdisciplinary approach. Projects can either focus on one or more priority, at either one or more points of the value chain in either one or more cultural and creative sectors.

#### ***Eligible projects***

Depending on the scale, needs, nature, objectives and priorities of the project, the applicants will have to choose to apply under either category 1 -Smaller scale cooperation projects or category 2 -Larger scale cooperation projects.

#### **Category 1 - Smaller scale cooperation projects**

This category of projects

- involves a project leader and at least two other partners having their legal seat in at least three different countries taking part in the Creative Europe programme – culture sub programme. Either the project leader or one of the partners must have its legal seat in a country referred to in categories 1, 3 or 4 of the eligible countries.
- is the subject of an application requesting no more than EUR 200 000 representing maximum 60% of the eligible budget.

#### Category 2 - Larger scale cooperation projects

This category of projects

- involves a project leader and at least five other partners having their legal seat in at least six different countries taking part in the Creative Europe programme – Culture sub-programme. Either the project leader or one of the partners must have its legal seat in a country referred to in categories 1, 3 or 4 of the eligible countries.
- is the subject of an application requesting no more than EUR 2M representing maximum 50% of the eligible budget.

For both categories of projects, the maximum duration (eligibility period) is 48 months.

## **EAC/S18/2013 – European networks**

### ***Main objectives***

This measure offers action grants to European networks active in the field of the cultural and creative sectors. These are structured groups of organisations representing the cultural and creative sectors, whose objective is to strengthen the capacity of the cultural and creative sectors to operate transnationally and internationally and to adapt to change with a view to achieving the general objectives of fostering and promoting cultural and linguistic diversity as well as strengthening the competitiveness of these sectors, also through the promotion of innovation.

The support for European networks is intended to have a structuring effect on players in the cultural and creative sectors and therefore a limited number of networks with broad coverage will be supported across a balanced range of sectors. Greater synergies between existing networks in order to reinforce their organisational and financial structure and avoid duplication of efforts would be welcomed, where feasible.

The priorities of the Programme, relating to the reinforcement of the sector's capacity to operate transnationally and around which applicants are specifically asked to base their application, are the following:

- supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models;
- supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, when possible on the basis of long-term strategies;

- providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities.

**NOTE:** European networks covering exclusively audio-visual industries and/or activities already covered by the MEDIA sub programme are not eligible as the capacity building needs identified for the audio-visual sector are dealt with through different means in the MEDIA Sub-programme. However, European networks consisting primarily of non-audio-visual sectors which include members from the audio-visual sector will be eligible.

European networks which consist of at least 15 member organizations (not natural persons) legally established in at least 10 different countries taking part in the Programme. At least 5 member organizations must have their legal seat in 5 different countries referred to in categories 1, 3 or 4 of the eligible countries. European networks which have had a legal personality for at least 2 years on the date of the deadline for submission of applications and which are able to demonstrate their existence as a legal person. In case of a network recently constituted as a result of a consortium or a merger between existing networks, this criterion will be assessed for each individual network having been involved in the newly created entity.

### *Eligible projects*

The application for the framework partnership agreement must include an action plan covering the entire duration of the agreement.

- The projects covered by the framework partnership agreement must also include a full description of activities to be carried out during the first year. For the subsequent two years, applicants selected under a framework partnership agreement will be invited to submit a full description of activities for each specific year.

- The specific annual grants awarded under the framework partnership agreement shall not exceed EUR 250 000. The grant requested may not exceed 80% of the annual eligible budget.

## **EAC/S17/2013 – European platforms**

### *Main objectives*

This measure offers support to cultural and creative organisations whose objectives are:

– to foster the development of emerging talents and stimulate the transnational mobility of cultural and creative players and circulation of works, with the potential to exert a broad influence on the cultural and creative sectors and to provide for lasting effects.

– to help increase recognition and visibility of artists and creators with a strong commitment in terms of European programming through communication activities and a branding strategy, including, where appropriate, the creation of a European quality label.

In order to achieve the above mentioned objectives, the platform projects shall focus on the following priority activities:

– fostering the mobility and the visibility of creators and artists, in particular emerging ones and those lacking international exposure;

- stimulating a genuine Europe-wide programming of cultural and artistic activities with the view of facilitating access to non-national European cultural works via international touring, events, exhibitions and festivals, etc.
- implementing a communication and branding strategy, including, where appropriate, the development of a European quality label (or an equivalent recognition activity) to identify and promote the members of the platform having demonstrated a strong and high quality professional commitment towards the objectives of the platform in particular and the objectives of Creative Europe, in general;
- contributing to greater audience development through extensive use of information and communication technologies and innovative approaches.
- providing visibility to Europe's values and different cultures, thus creating greater awareness about the EU.

As the support measure is intended to foster critical mass and a structuring effect, only a limited number of platforms will be supported, with a view to getting a balanced coverage across different sectors. The intention is not therefore to support numerous platforms within the same sector. This will be taken into account by evaluators in the evaluation process.

A coordination entity shall develop the sector-specific criteria for the platform in question, on the basis of indications in this call for proposals. The coordinator will make sure that each member of the platform complies with the set of criteria throughout the duration of the action and will be responsible for the selection of new members.

### ***Eligible applicants***

For the purpose of this call for proposals, the platform comprises:

- the coordination entity
- the European cultural operators which are members of the platform

**Platform:** At the time of the application, the platform shall be comprised of a coordination entity and at least 10 European cultural operators situated in at least 10 different countries participating in the Programme to be eligible. At least 5 of these must be legally established in countries referred to in categories 1, 3 or 4 of the eligible countries. The number of cultural operators might grow over the duration of the framework partnership agreement.

**Coordination entity:** The platform must be represented by a duly constituted legal entity, the coordination entity, with legal personality, having its registered office in one of the participating countries. The coordination entity has to be suitable to represent the members of the platform in any contractual relationship with the Agency that may be concluded if the platform is selected. In this context, the coordination entity must be able to present all relevant information concerning each member of the platform necessary for the implementation of common actions.

The coordination entity will be responsible for the selection and monitoring of the platform's members as well as for the allocation of grants to the platform's members. For this purpose, the coordination entity will establish a set of criteria to be complied with by the platform members. These criteria will be set out in the application and will comply with the objectives and priorities of the scheme.

**Platform's members:** European cultural operators defined as members of the platforms shall already comply with the set of criteria set out in the application at the time the platform applies. Members must, in

the previous twelve months, have showcased at least 30% of emerging artists as defined by the coordination entity.

Given that the main objective of the scheme is to support the promotion and circulation of emerging artists this criterion must be respected over the life-time of the project. The coordination entity must monitor and ensure compliance with this threshold of 30 % of emerging artists.

The members of the platform are companies, associations or organisations whose aim is to showcase European artists of the non-audio-visual cultural and creative sectors and their works.

They must have had a legal personality for at least 2 years on the date of the deadline for submission of applications and be able to demonstrate their existence as a legal person.

### *Eligible projects*

- The application for a framework partnership agreement must include a specific, measurable and relevant set of criteria for the selection/monitoring of the members of the platform as well as a work plan for the platform activities including joint activities between the members of the platform to be implemented or facilitated by the coordination entity covering the entire duration of the framework partnership agreement.

The set of criteria as well as the work plan must be fully explained and detailed in the submitted proposal.

- The projects covered by the framework partnership agreement must also include a full description of activities to be carried out during the first year. For the subsequent two years, applicants selected under a framework partnership agreement will be invited to submit a full description of activities for each specific year.

- The specific annual grants awarded under the framework partnership agreement shall not exceed EUR 500 000. The grant requested may not exceed 80% of the annual eligible budget.

### *Eligible activities*

As regards the coordination entity, the eligible activities are those in relation to:

- Coordination, monitoring, promotion, evaluation and supervision of the platform members' activities as well as the activities in relation to the sustainable development of the platform, such as, for example, the selection of new members.

- Conception and implementation of a communication and a branding strategy (including, where appropriate, the creation of a European quality label)

- Provision of financial support to third parties (members of the platform) implementing eligible activities.

In addition to the above, eligible activities may encompass coordination and monitoring activities led by the coordination entity to facilitate joint actions between the members of the platform. These joint actions must be in particular related to:

- Circulation of creators and artists, especially emerging talent, and their works among the members of the platform.

- Networking activities and peer learning among cultural managers of the platform members with a view to achieve the objectives of the platform

As regards the platform members, the eligible activities are those in relation to:

- Fostering the mobility of creators and artists - in particular those lacking international exposure – by supporting strong European programming;
- Increasing the promotion and showcasing of emerging talent from other European countries;
- Contributing to greater audience development;
- Contributing to sustainable networking activities within the platforms;
- Providing visibility to Europe's values and different cultures, thus creating greater awareness about the European Union.

## **EAC/S19/2013 – Literary translation projects**

### ***Main objectives***

The main objectives of the support for literary translation projects are to support cultural and linguistic diversity in the Union and in other countries participating in the Culture Sub- programme and to promote the transnational circulation of high quality literary works, as well as to improve access to these literary works in the Union and beyond and to reach new audiences.

The priorities are the following:

- supporting the circulation of European literature with a view to ensuring the widest possible accessibility;
- supporting the promotion of European literature including the appropriate use of digital technologies in both the distribution and promotion of the works;
- encourage the translation and promotion of high quality European literature in the long term.

Raising the profile of translators will be an additional priority of the support. For that reason, publishers will be required to include a biography of the translator in each translated book.

### ***Eligible applicants***

Publishers or publishing houses established in one of the countries participating in the Culture Sub-programme which are active in the publishing sector and which have had a legal personality for at least 2 years on the date of the deadline for submission of applications.

### ***Eligible projects***

Depending on the duration, needs, nature, objectives of the project, applicants will have to choose to apply under either category 1 or category 2 below:

Category 1 – Two-year projects: This category of projects must:

- have a maximum duration of 2 years (eligibility period);
- be the subject of an application requesting no more than EUR 100,000 representing no more than 50% of the eligible budget;

- consist in the translation and promotion (including the publication of a summary of the translated works) of a package of 3 to 10 eligible works of fiction from and into eligible languages;
- be based on a strategy for translation, distribution and promotion of the translated works of fiction.

#### Category 2 - Framework partnership agreements:

- The application for the framework partnership agreement must include an action plan covering the entire duration of the agreement. The action plan shall be based on a long term strategy for the translation, distribution and promotion of the translated package of works of fiction.
- The projects covered by the framework partnership agreement must consist in the translation and promotion of a package of 5 to 10 eligible works of fiction per year from and into eligible languages. For the subsequent two years, applicants selected under a framework partnership agreement will be invited to submit a proposal for the translation and promotion of a package of 5 to 10 eligible works each specific year.
- The specific annual grants awarded under the framework partnership agreement to support the project shall not exceed EUR 100,000. The grant requested may not exceed 50% of the annual eligible budget.

#### *Eligible languages*

Irrespective of the category of financial support under which publishers or publishing houses may apply, the project will also have to comply with the following requirements concerning languages:

- The source language and target language must be "officially recognised languages" of the countries taking part in the Programme. In addition, either the source or the target language must be officially recognised in one of the countries referred to in categories 1, 3 or 4 of the eligible countries. "Officially recognised languages" are those defined by the Constitution or the basic law of the respective country;
- Translations out of Latin and ancient Greek into officially recognised languages of one of the countries referred to in categories 1, 3 or 4 of the eligible countries are also eligible;
- The target language must be the translator's mother tongue (except in cases of less frequently spoken languages if the publisher provides sufficient explanation);
- Translations must have a cross-border dimension. Hence the translation of national literature from one official language into another official language of the same country is not eligible.

Eligible works: Works in paper or digital format (e-books) are both eligible provided that they fulfil the other eligibility criteria.

- The works to be translated and promoted must be works of fiction with a high literary value, irrespective of their literary genre, such as novels, short stories, plays, poetry, comic books and children's fiction.

Non-fiction works are not eligible, such as: autobiographies or biographies or essays without fictional elements; tourist guides; human science works (such as history, philosophy, economy, etc.) and works related to other sciences (such as physics, mathematics, etc.).

- The works of fiction must have been previously published.
- The original works of fiction must be written by authors who are nationals of or residents in a country taking part in the Programme with the exception of works written in Latin and ancient Greek.

- The works of fiction must not have been previously translated into the target language, unless a new translation corresponds to a clearly assessed need. In this regard, applicants must respect a fifty year time limit since the last translation, explain the expected impact on new readers, and provide a convincing explanation of the need for a new translation into the specific target language.

### *Eligible activities*

- ✓ Translation and publication of works of fiction with a high literary value, irrespective of their literary genre, such as novels, short stories, plays, poetry, comic books and children's fiction.
- ✓ Translation of excerpts of the translated works of fiction for the catalogues of publishers and publishing houses to help foster the selling of rights either within Europe or beyond;
- ✓ Special events and marketing/distribution organised for the promotion of the translated works of fiction in the EU and outside the EU, including digital promotion tools and promotion of authors at book fairs and literary festivals.

Translations from lesser used languages into English, German, French and Spanish (Castilian) are encouraged as these may contribute to a wider circulation of the works. In addition, the translation and the promotion of authors who have won the European Union Prize for Literature are encouraged.