

Creative Europe – Culture sub-programme

A briefing note written by the UK Cultural Contact Point

Creative Europe is the next programme aimed at supporting the Cultural and Creative Sectors. It will integrate the current [Culture 2007-2013](#), Media and Media Mundus programmes. The budget proposed for the programme is currently €1,462.7 million for 2014-2020 which is an increase of about 9% on current levels.

Deadlines for the first Culture sub-programme calls are set for **March 2014** (see more below). Future deadlines for Cooperation Projects and Literary Translation are planned annually for October (including 2014 – read more below for other multi-annual 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

The strands & deadlines for Spring 2014*

- **Transnational cooperation projects:** 5 March 2014
- **Literary translation:** 12 March 2014
- **European networks:** 19 March 2014
- **European "platforms" with a structuring effect:** 19 March 2014

*Further annual deadlines are set for October each year. See guidelines document for each strand: http://ec.europa.eu/culture/creative-europe/calls/index_en.htm

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 above objectives and priorities. Small Cooperation Projects must have at least three partner organisations in three different countries; Large Cooperation Projects must have at least six.

The countries

There are currently 37 eligible countries in the Culture programme and it is expected that Switzerland (currently already part of the MEDIA programme) will join Creative Europe, as would be the European Neighbourhood countries, once they have finalized agreements with the EU. A list can be downloaded here, which will be finally confirmed on 31 January 2014: <http://ec.europa.eu/culture/creative-europe/documents/eligible-countries.pdf>

It will also be possible to have **associate 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 EUR 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 EUR 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 EUR and 500,000 EUR can be applied for Networks and Platforms respectively, which represent a maximum of 80% of the total project budget (20% of the budget must come from other sources).
- **Literary Translation:**
Up to 100,000 EUR 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: http://ec.europa.eu/culture/creative-europe/calls/call-eac-s19-2013-literary_en.htm)

Steps to developing & delivering a Cooperation Project

- [Visit our SPPACE database of successful projects for inspiration](#)
- Look for partners and brainstorm ideas (see our page "[Find a partner](#)")
- Developing project concept, solidifying partnership
- Submit application with detailed budget & activity schedule
- Outcome & grant payment (40-70% of EU grant)
- Project cycle: up to 4 years
- 2nd grant payment for some projects (30-40% of EU grant)
- End of project / Report submission
- Payment of final project grant (30% of EU grant)



*Start date of Large Cooperation Projects between October & December 2014.

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 (pg 11-13): http://ec.europa.eu/culture/creative-europe/documents/calls/guidelines-call-for-proposals-eac-s16-2013_en.pdf

Is there an advantage to applying for the first deadlines in March?

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 to remember, 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 entered in to 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 aren't 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 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](#) (pg 13-15)
- 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](#) (pg 28)

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 we hope appetite - for more participation in Creative Europe from the UK. And 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 for the new priorities, including audience development and new business models, UK partners will have an advantage of familiarity with these themes that isn't always found across Europe.

For more information, and to keep up to date with Creative Europe and its calls, sign up to the UK CCP's newsletter and follow us on Twitter and Facebook.

Culturefund.eu // Twitter: [@culturefundeu](https://twitter.com/culturefundeu) // Facebook.com/CulturalContactPointUK

Please do not use this briefing as 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 Projects Guidelines](#)

[Literary Translation Guidelines](#)

[European Networks Guidelines](#)

[European Platforms Guidelines](#)

The UK Cultural Contact Point (CCP) at Visiting Arts provides information, advice and support for organisations applying to the EU Culture programme (2007-2013) for support for cooperation projects. We organise seminars, workshops and one-to-one surgeries to help applicants understand the criteria, develop project ideas and strategy and help prepare applications.

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.

Information on the current Culture programme and Creative Europe can be found on the Cultural Contact Point website <http://www.culturefund.eu>

'Creative Europe' information and the EU Commission's website <http://ec.europa.eu/culture/creative-europe/>

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