



CREATIVE EUROPE (2014-2020)

Culture Sub-programme

Calls for proposals:

[EACEA 47/2014 : Support to European platforms](#)

Implementation of the Culture Sub-programme scheme: 'Support to European platforms'

Introduction

This call is based on Regulation N° 1295/2013 of the European Parliament and of the Council of 11/12/2013 establishing the Creative Europe Programme (2014-2020), hereafter referred to as 'the Regulation', and in particular, Chapter III of the Regulation articles 12 and 13 concerning the implementation of the Culture Sub-programme¹.

This call concerns the schemes that will be implemented under the Culture Sub-programme. The detailed conditions of this call for proposals can be found in the guidelines for support to European platform (see section VI). **These guidelines constitute an integral part of this call for proposals.**

I. Priorities of the Culture Sub-programme

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. In order to implement the priorities set out in the Regulation, the Culture Sub-programme, shall provide support in particular for:

- (a) transnational cooperation projects bringing together cultural and creative organisations from different countries to undertake sectoral or cross-sectoral activities;
- (b) activities by European networks of cultural and creative organisations from different countries;
- (c) activities by organisations 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;

¹ Regulation N° 1295/2013 of the European Parliament and of the Council establishing the Creative Europe Programme was published in the Official Journal of the European Union on 20/12/2013 (OJ L347/p.221).

II. General conditions for participation

General conditions for participating in the schemes of the Culture Sub-programme are set in this section while specific conditions for each scheme are referred to in section III below. All conditions are set in accordance with the Regulation.

Eligible countries

Applications from legal entities established in one of the following country categories are eligible as long as all conditions referred to in Article 8 of Regulation are met and the Commission has entered into negotiations with the country:

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.

Eligible applicants

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.

Eligible projects

The Culture Sub-programme will not support any projects including pornographic or racist material or advocating violence. The Culture Sub-programme shall support, in particular, not-for-profit projects.

Specific eligibility criteria related to each scheme are specified in section III below.

Eligible activities:

Eligible activities must intend to achieve the objectives and priorities set for the Culture Sub-programme.

The activities must relate to the cultural and creative sectors as defined in Article 2 of the Regulation and repealing Decisions No's 1718/2006/EC, 1855/2006/EC and 1041/2009/EC. Activities dedicated exclusively to the audio-visual sectors are not eligible under the Culture Sub-programme. However, audio-visual activities may be eligible as long as they are ancillary to activities dedicated to the non-audio-visual cultural and creative sectors.

Exclusion criteria

Applicants must not be in a situation that will exclude them from participation and/or from award as defined by the Financial Regulation applicable to the general budget of the Union and its rules of application³.

² Council Decision 2001/822/EC of 27 November 2001 on the association of the overseas countries and territories with the European Community ("Overseas Association Decision") (OJ L 314, 30.11.2001, p. 1).

Selection criteria

The following criteria apply for all schemes unless otherwise specified under provisions detailed below. 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 organisations 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.

Audit report

The grant application must be accompanied by an external audit report produced by an approved external auditor when the requested amount is equal or above EUR 750 000 or when the application concerns a framework partnership agreement. This report shall certify the accounts for the last two available financial years.

This obligation does not apply to public bodies and international organisations under public law. This obligation may not apply to education and training establishments if decided by the competent authorising officer on the basis of his analysis of management risks.

III. Specific conditions for participation

This call covers the following schemes of the Culture Sub-programme:

EACEA 47/2014 – Support to European platforms
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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 European Union (hereafter "the EU").

3 Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union (OJ L 298, 26.10.2012, p.1).

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.

Eligibility criteria

Eligible applicants: European platforms which comply with the eligible criterion as defined under section II - General conditions for participation – 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.

When submitting their application, both coordination entity and member organisations must be in a position to demonstrate their existence as a legal person for at least 2 years on the date of the deadline for submission.

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.

Award criteria

Eligible applicants will be assessed on the basis of the following criteria:

1. Relevance (25)

This criterion evaluates the relevance of the platform towards the objectives and priorities of the measure and in particular, the suitability of the set of criteria established by the coordination entity to ensure that the selected members can contribute to the objectives and priorities of the scheme, that they have high cultural profiles and are committed to promoting the visibility of the EU's values. The set of criteria and the definition of emerging artists and creators shall be adapted to the sector in which the platform operates.

2. Quality of the content and activities (20)

This criterion evaluates how the project will be implemented in practice (quality of the activities and the deliverables, the experience of the staff in charge of the project); with a particular focus on how such activities can help to effectively implement an audience development strategy.

3. Promotion, communication and branding strategy (30)

This criterion evaluates the platform's approach to promoting and communicating the activities of the members. The aim is also to maximise the structuring effects of the project by developing and implementing a branding strategy identifying the members of the platform as high quality cultural operators committed to promoting the values of the EU and objectives of the Programme.

4. Quality of the platform (25)

This criterion evaluates the extent to which the general organisation and coordination of the project will ensure the effective implementation of the activities.

IV Budget:

The Creative Europe – Culture Sub-programme has a total budget of EUR 457.8 million for the 2014-2020 period. The total appropriations for 2015 for this call will be around EUR 3.400.000.

The Agency reserves the right not to distribute all funds available.

V. Deadline for applications

Deadline for Submission

European platforms

25 February 2015

If the deadline for submission falls on a public holiday in the applicant's country, no extension will be granted. Applicants must take this into account when planning their submission.

Submission procedure and the address to which the application package must be sent can be found in the respective guidelines on the websites mentioned under section VI below.

VI. Further information

The detailed conditions for application can be found in the specific guidelines per scheme on the following websites:

Directorate-General for Education and Culture

http://ec.europa.eu/culture/index_en.htm

Education, Audio-visual and Culture Executive Agency

http://eacea.ec.europa.eu/creative-europe_en