

2014-2020

# Creative Europe

## Culture Sub- programme



Creative  
Europe





**Culture Sub-Programme**

**Cooperation projects 38 M**

**Literary translation: 3,37 M**

**Platform projects: 3,4 M**

**Network projects: 3,4 M**



# Culture Sub-programme

## Platform projects

# Objectives & priorities

- Fostering the **mobility and the visibility of European creators and artists**, in particular the emerging ones and those lacking international exposure;
- To help increase **recognition and visibility** of cultural and creative players with a **strong** commitment in terms of **European programming** through **communication activities and branding strategy**, including, where appropriate, the creation of a **European quality label**.



# What does it look like?

- **10 organisations** showcasing and promoting European creators and artists joining into a platform managed by a **coordination entity**.
- The coordination entity manages the platform and its activities. It selects its members according to criteria ensuring the achievement of the objectives and priorities of the scheme.  
The coordination entity may also award financial support to members.  
The coordination entity implement the communication and branding strategy and might foster joint activities.

# 2014 Budget and number of projects to be selected/calls to be launched

Budget 2014: 3.400.000 € = +/- 10 supported projects

## Calls:

Publication	Deadline	Award decision	Start date of the action	
December 2013	19 March 2014	September 2014	October 2014 until December 2014	
December 2014	Fourth Wednesday of February 2015	July 2015	August 2015 until December 2015	

# Eligible applicants

- **Platform = Coordinating entity + a minimum of 10 members** (Letters of intent from members)
- Coordinating entity & members must be **active in the cultural and creative sectors** (proof required)
- Existence as a legal person for at least 2 years at the moment of the submission (proof required)

# Eligible applicants

- Coordinating entity must **be legally established in one of the participating countries**
- Platform members must be **legally established in 10 different participating countries** out of which **at least 5 must be in EU or in participating EFTA countries**
- Registration portal & Participant Identification Code



# Eligible applicants

Platform members = (company, association, etc.)

- Their aim is to **showcase or promote European creators and artists** of the non-audio visual sectors;
- **Must comply with the set of criteria** set out by the coordination entity in line with the guidelines
- Must have showcased **at least 30% of emerging artists** in the previous 12 months.

## Eligible activities - Coordinating entity =

- coordination, monitoring, promotion, evaluation and supervision of the platform members' activities,
- the activities in relation to the sustainable development of the platform
- providing financial support to members of the platform implementing eligible activities;

and

# Eligible activities

Coordinating entity & joint actions, in particular

- audience development;
- networking between the members of the platform with a view to organising the joint actions (information, animation, communication activities & branding strategy, including, where appropriate, the creation of a European quality label).

# Eligibility criteria - Eligible activities:

## Platform members =

- fostering the mobility of creators and artists by supporting strong European programming;
- increasing the promotion and showcasing of emerging talent from other European countries;
- contributing to greater audience development;
- providing sustainable networking activities;
- providing positive visibility to Europe's values and different cultures



# Eligibility criteria - Eligible projects:

- Application for a Framework Partnership Agreement based on
    - a **fully explained work plan** covering the entire duration of the project (maximum 3 years for 2014 applications) for the joint activities between members of the platform;
    - a **fully explained set of criteria** for the selection & monitoring of the members of the platform as well as for the financial support to be allocated to the members
    - a **detailed budget** for the first year
- the requested EU grant must not exceed 500,000 EUR per year & maximum 80% of the total annual eligible costs

# Award criteria

Criteria	Definition	Max. points
<b>1. Relevance</b>	What is the quality of the platform's concept and do the set of criteria defined by the coordination entity ensure that selected members can make appropriate contributions in line with the objectives and priorities of the programme?	25
<b>2. Quality of the content and activities</b>	How is the project implemented?	25
<b>3. Communication and dissemination</b>	What is the platform's approach to communicating and establishing an appropriate branding strategy?	30
<b>4. Quality of the platform</b>	What is the quality of the relationship between the coordination entity and the platform members ?	20

# Relevance

**This criterion evaluates the relevance of the platform towards the objectives and the priorities of the measure and in particular, the suitability of the set of criteria established by the coordination entity to ensure they:**

- can contribute to the objectives of the Programme.
- are committed to promoting the visibility of the EU's values, and
- have high cultural profiles
- .....

# Quality of the content and activities:

**This criterion evaluates how the project will be implemented in practice (quality of the activities, deliverables, and experience of the staff in charge of the project and working arrangements).**

- How concrete and well-defined are the activities that are to be implemented or facilitated by the coordination entity for the members of the platform to be able to undertake them jointly?
- Is an assessment of the results foreseen? If so, how clear and appropriate is it?
- .....



# Promotion, communication & branding strategy

**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.

- How clear and appropriate is the platform strategy for the communications on the activities of its members, i.e. the objectives, target groups, tools, channels, media, impact and timeline?
- How concrete and relevant is the branding strategy of the platform, i.e., the creation, visibility and communication on a quality label?
- .....

# Quality of the platform

**This criterion evaluates the extent to which the general organisation and coordination of the project will ensure the effective implementation of the activities and the structuring effect on the sector.**

- How concrete and relevant is the selection and monitoring process of the platform members?
- Is there a quality-assurance plan to ensure the appropriate implementation of the process?
- How is the relationship between the coordination entity and platform members defined, including the written agreement that they should have signed (see section 5.3 of these guidelines).
- .....

# Funding conditions

- **FPA grant agreement + annual specific grant agreements**
- **Budget based** financing on basis of detailed estimated budget
- EU grant **max 80% of eligible costs** (Max 500.000 EUR per year)

## Financial capacity:

- good: one pre-financing payment of 70%
- weak: guarantee or agreement without pre-financing of interim payment on basis of eligible expenses already incurred

## How to apply

- Create your (i.e. Coordinating entity) Participant Identification Code (PIC):  
<http://ec.europa.eu/education/participants/portal>
- Create your eForm using the PIC:  
<https://eacea.ec.europa.eu/PPMT>
- Complete your eForm, attach the mandatory documents and submit it on time
- Prepare your application package and send it on time (check annex 3 in the guidelines!)



2014-2020

HOW DO I FIND OUT MORE?

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

WHERE TO FIND THE CALLS FOR PROPOSALS?

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

THANK YOU!

EUROPE