CREATIVE EUROPE – WHAT’S IN IT FOR MUSEUMS?

A WEBINAR BY NEMO AND CED KULTUR WITH ANJA DIETZMANN & LEA STÖVER
AGENDA

1. What is Creative Europe?

2. What’s in it for Museums?

3. What is a European Cooperation Project?

4. Who is who?
KREATIVES EUROPA fördert Kultur. Wir erklären wie!
**CREATIVE EUROPE**

Creative Europe (2014 -2020)
Budget 1,46 Billion €

<table>
<thead>
<tr>
<th>MEDIA 56 %</th>
<th>CULTURE 31 %</th>
<th>Cross Sector 13 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="#">Creative Europe Media logo</a></td>
<td><a href="#">Kreatives Europa Kultur logo</a></td>
<td>Specific Calls Desks Administration</td>
</tr>
</tbody>
</table>

 CREATIVE EUROPE - WHAT'S IN IT FOR MUSEUMS?
VISION OF EU CULTURAL POLICY

To safeguard, develop and promote European cultural and linguistic diversity and to promote Europe's cultural heritage

To strengthen the competitiveness of the European cultural and creative sectors
EUROPEAN AGENDA FOR CULTURE

Social Dimension

External Dimension

Digital4Culture

Agenda for Culture

Economic Dimension

Protecting and Valorising Cultural Heritage

CREATIVE EUROPE - WHAT'S IN IT FOR MUSEUMS?
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1. What is Creative Europe Culture?

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3. What is a European Cooperation Project?

4. Who is who?
KREATIVES EUROPA fördert Kultur. Wir erklären wie!
Creative Europe Culture funded projects 2014 - 2018

Creative Europe Culture funded projects 2014 - 2018

104 projects led by museums, galleries and archives

Geographical coverage of funded Creative Europe Culture projects involving museums, galleries and archives

Geographical coverage of funded Creative Europe Culture projects involving museums, galleries and archives

SMARTPLACES
A EUROPEAN AUDIENCE DEVELOPMENT PROJECT

© https://smartplaces.eu/partners/dortmund/
SMARTPLACES
A EUROPEAN AUDIENCE DEVELOPMENT PROJECT

Lead partner: Kulturbetriebe Dortmund
Partner: Ayuntamiento de Zaragoza (ES), Birmingham City University (UK), Centro Azkuna de Ocio y Cultura, S.A. (ES), Amiens Metropole (FR), Oulun Ammattikorkeakolulu OY (FI), Stedelijk Van Abbemuseum (NL), Wiels Centre d'Art contemporain ASBL (BE), ZKM Zentrum für Kunst und Medientechnologie Karlsruhe (DE)

Duration: Juni 2016 – Mai 2020
EU grant: 1.999.999 Euro (Large Scale)

Aims:
• Developing new formats for cultural mediation
• Finding new strategies and using new technologies for audience involvement

Activities (selection):
• Conferences, exhibitions, festivals, workshops, virtual events

Website: https://smartplaces.eu
AGENDA

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## SUB-PROGRAM CULTURE
SUPPORT FOR THE CULTURAL AND CREATIVE SECTORS IN EUROPE

<table>
<thead>
<tr>
<th>Creative Europe Culture (ca. 455 Mio. €)</th>
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<tbody>
<tr>
<td>European Cooperation Projects</td>
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<tr>
<td>Literary Translation</td>
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<tr>
<td>European Platforms</td>
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<tr>
<td>European Networks</td>
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</tbody>
</table>

CREATIVE EUROPE - WHAT'S IN IT FOR MUSEUMS?
CATEGORIES

Small Scale Category 1

- Min. 3 organisations from 3 countries
- max. 4 years
- 60% of eligible costs or max. 200,000 €

Large Scale Category 2

- Min. 6 organisations from 6 countries
- max. 4 years
- 50% of eligible costs or max. 2 Mio. €

1 lead partner
1 joint application with all partners
# ELIGIBLE ORGANISATIONS

## Who can apply?

### Organisations from the Cultural and Creative Sectors:

*Cultural and creative sectors means all sectors whose activities are based on cultural values and/or artistic and other creative expressions*

### Organisations must be:

- A legal entity
- Public or private
- Non-profit or profit-oriented
- For lead partner: legally established for two years prior to the deadline

<table>
<thead>
<tr>
<th>Architecture</th>
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<tbody>
<tr>
<td>Archives</td>
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<tr>
<td>Libraries</td>
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<tr>
<td>Design</td>
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<tr>
<td>Arts and Crafts</td>
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<tr>
<td>Cultural Heritage</td>
</tr>
<tr>
<td>Literature</td>
</tr>
<tr>
<td>Visual Arts</td>
</tr>
<tr>
<td>Multimedia Art</td>
</tr>
<tr>
<td>Music</td>
</tr>
<tr>
<td>Dance</td>
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<tr>
<td>Theatre</td>
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</tbody>
</table>
ELIGIBLE COUNTRIES

Which countries are eligible?

Organisations from the 27 EU-Member States

Organisations from Iceland and Norway

Organisations from the following countries:

Albania
Armenia
Bosnia and Herzegovina
Georgia
Kosovo
North Macedonia
Montenegro

Moldova
Serbia
Ukraine
Tunisia
ANY QUESTIONS SO FAR?
Within the frame of SWICH, ten European partner museums reflect current issues concerning the role of ethnographic museums within an increasingly differentiated European society.

(www.swich-project.eu/about/)
SWICH
SHARING A WORLD OF INCLUSION, CREATIVITY AND HERITAGE

Lead partner: Weltmuseum Wien (AT)
Partner: Linden-Museum Stuttgart (DE), Musée Royal de l'Afrique (BE), Statens Museer for Varldskultur (SE), Soprintendenza al Museo Nazionale Preistorico Etnografico Luigi Pigorini (IT), Institut de Cultura de Barcelona (ES), Culture Lab (BE), The Chancellor Masters and Scholars of the University of Cambridge (UK), Musée des Civilisations de l’Europe et la Méditerranée (FR), Slovenski Etnografski Muzej (SI)

Duration: October 2014 – September 2018
EU grant: 2.000.000 Euro (Large Scale)

Aims:
• Increasing the role and visibility of Ethnographic and World Culture Museums
• Contributing to the academic discours on identity and citizenship

Activities (selection):
• Conferences, residencies, cooperative exhibition forms and documentation

Website: https://swich-project.eu
## CHARACTERISTICS

### EUROPEAN ADDED VALUE

<table>
<thead>
<tr>
<th>Trans-border activities</th>
<th>Cooperation instead of coordination</th>
</tr>
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<tr>
<td>Broad effect</td>
<td>Sustainability and transferability</td>
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# PRIORITIES

<table>
<thead>
<tr>
<th></th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Transnational Mobility</td>
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<tr>
<td>2</td>
<td>Audience Development</td>
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<tr>
<td>3</td>
<td>Digitization</td>
</tr>
<tr>
<td>4</td>
<td>New Business Models</td>
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<tr>
<td>5</td>
<td>Training and Education</td>
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</table>
Beyond Matter Cultural Heritage on the Verge of Virtual Reality
# BEYOND MATTER

CULTURAL HERITAGE ON THE VERGE OF VIRTUAL REALITY

<table>
<thead>
<tr>
<th>Lead partner:</th>
<th>ZKM Karlsruhe (DE)</th>
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<tbody>
<tr>
<td>Partner:</td>
<td>Ludwig Museum – Kortars Muveszeti Muezum (HU), Sihtasutus Kunstihoone (EE), Tirana Art Lab (AL), Aalto Korkeakoulusaatio SR (FI), Centre National d'art et de Culture Georges-Pompidous (FR), Weiss AG (DE)</td>
</tr>
<tr>
<td>Duration:</td>
<td>October 2019 – April 2023</td>
</tr>
<tr>
<td>EU grant:</td>
<td>1.354.838 (Large Scale)</td>
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**Aims:**
- Reviving inaccessible art and cultural content with unique and innovative dissemination methods
- Specific mediation formats (e.g. VR guided tours) to be developed for art hall and museum audiences, as well as Internet users.

**Activities (selection):**
- Training in VR of staff members, two symposia, artist in residence programme, virtual museum toolkit, database

**Website:** [https://beyondmatter.eu](https://beyondmatter.eu)
ELIGIBLE COSTS

1. Project activities
2. Communication
3. Travel costs
4. Personnel costs

Direct Costs

Indirect Costs
(max. 7% of direct costs)

General Costs
(max 30% may be spend on third countries)
CO-FINANCING

Income sources:

- Own resources from your organisation
- Third-party-funds (public and private)
- Secondment of paid personnel

Not allowed:

- Other EU-funding
- In-kind contribution
COOPERATION PROJECTS AFTER 2020

CALL
winter 2020 or spring 2021

DEADLINE
ca. 6-8 weeks later

RESULTS
summer/autumn 2021

project start in 2021:

Expected to be between
1st September and 15th December 2021
**CREATIVE EUROPE CULTURE AFTER 2020**

<table>
<thead>
<tr>
<th>Negotiations</th>
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<tbody>
<tr>
<td>• EU-Commission’s proposal from May 2018</td>
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<tr>
<td>• Followed by proposals from Council of the EU and European Parliament</td>
</tr>
<tr>
<td>• Triologue started in late 2019 and is on-going</td>
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<tr>
<td>• Budget negotiations for MFF are on-going</td>
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<tr>
<th>Continuing funding schemes</th>
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<tbody>
<tr>
<td>• Cooperation Projects</td>
</tr>
<tr>
<td>• Networks</td>
</tr>
<tr>
<td>• Platforms</td>
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<tr>
<td>• Literary Translation</td>
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<th>New schemes &amp; topics</th>
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<tr>
<td>• Music Moves Europe: sector specific scheme</td>
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<tr>
<td>• Mobility: support of individual artists and travels</td>
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<tr>
<td>• Cultural Heritage</td>
</tr>
</tbody>
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ROLES AND COMPETENCIES

EUROPEAN COMMISSION
DG EAC

Defining strategies
Evaluating the programme
Selecting projects

EXECUTIVE AGENCY
EACEA

Implementing measures
Selecting projects
Concluding contracts
Supervising projects

CREATIVE EUROPE DESKS CULTURE
41x in Europe
Providing information
Advising applicants
Connecting people

CULTURAL AND CREATIVE SECTORS IN 41 COUNTRIES
CREATIVE EUROPE DESKS CULTURE

Find your local Desk:
https://ec.europa.eu/programmes/creative-europe/contact_en

consultancy
information
application check
expertise
EUROPEAN NETWORKS

Network of European Museum Organisations

Association of European Open Air Museums

European Route of Industrial Heritage