



Creative
Europe
Desk UK
England



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

CREATIVE EUROPE

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www.creativeeuropeuk.eu
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WHAT IS CREATIVE EUROPE?

The European Union's support programme for the audiovisual, creative and cultural sectors with a Europe-wide budget of €1.46 billion from 2014-2020.



WHAT IS CREATIVE EUROPE DESK UK?

- **10 staff** based in **6 cities** in each nation of the UK
- Specialists in **MEDIA** and **Culture** sub-programmes
- Led by **British Council** and **British Film Institute**
- In partnership with **Arts Council England**, **Creative Scotland** and **Welsh Government**
- With support from the **UK Department for Culture, Media and Sport** and the **European Commission**

POST-REFERENDUM REASSURANCE: BUSINESS AS USUAL

- **Reassurance** that UK organisations are still fully eligible to apply at least until the end of 2018
- **No bias on applications** led or partnered by UK organisations.
- Any multi-annual project that runs over this time will be **guaranteed funding** by HM Treasury.
- UK organisations are in **high demand** as partners – most partnered in Cooperation Projects and applications are twice as likely to be successful.

POST-REFERENDUM : CREATIVE EUROPE IS OPEN TO NON-EU COUNTRIES



- These countries must still comply with certain EU regulations and policies and pay a financial contribution in order to participate.
- The UK may wish to negotiate its way into this and others such as Erasmus+ and Horizon 2020.

KEY MESSAGE: CREATIVE EUROPE BENEFITS THE UK

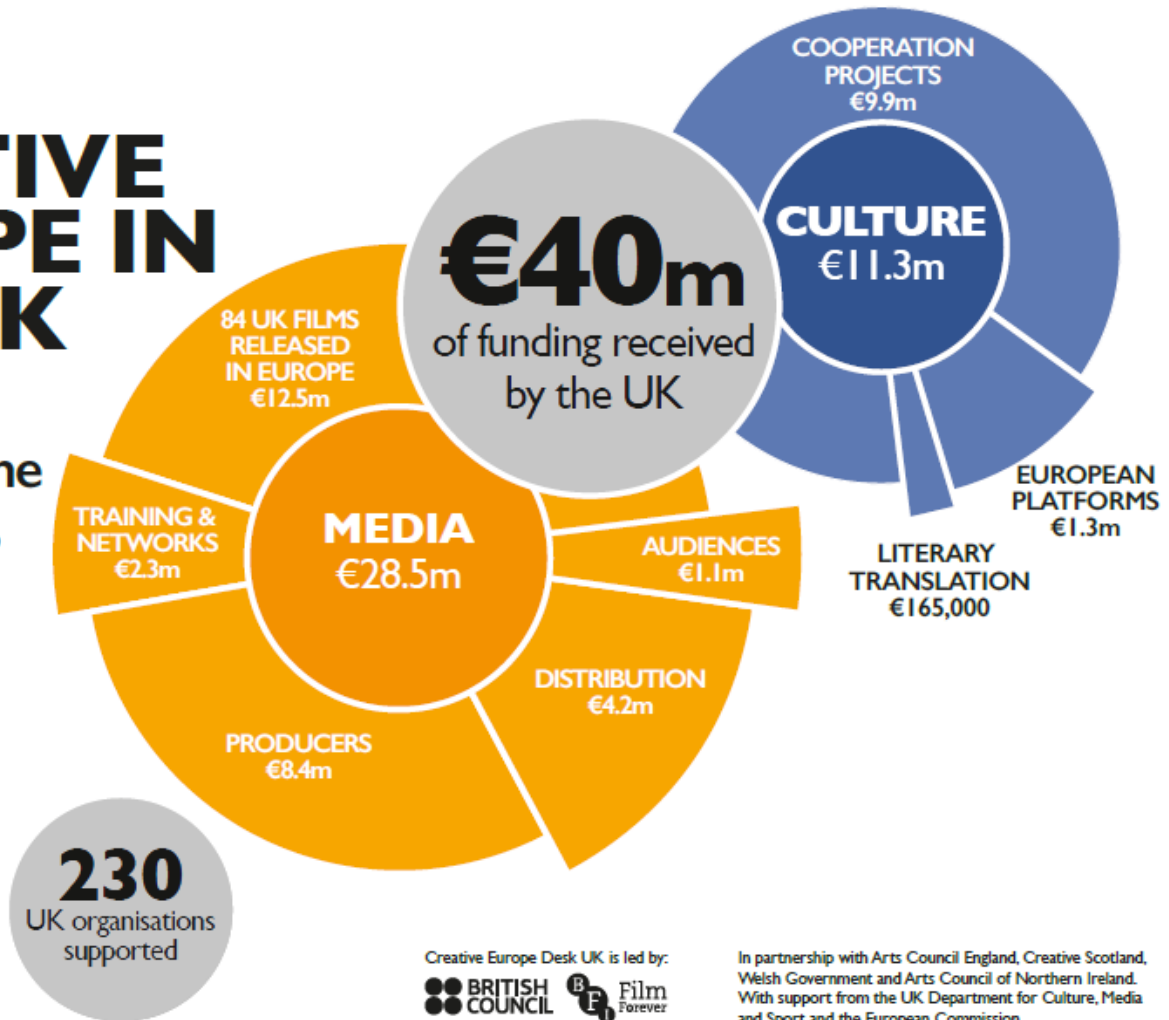


CREATIVE EUROPE IN THE UK

2014-2015

Support for the UK's creative, cultural and audiovisual sectors

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Creative Europe Desk UK is led by:
 BRITISH COUNCIL Film Forever

In partnership with Arts Council England, Creative Scotland, Welsh Government and Arts Council of Northern Ireland. With support from the UK Department for Culture, Media and Sport and the European Commission

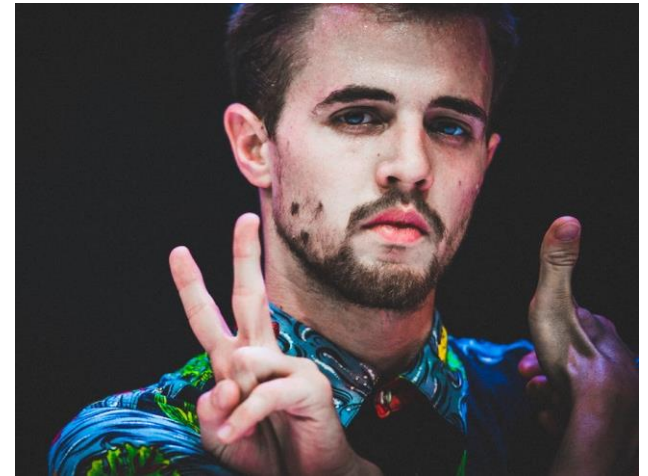
KEY MESSAGE: CREATIVE EUROPE BENEFITS THE UK

Non-financial benefits more important:

- **Collaboration** and building **partnerships** in Europe. **UK = most-partnered country**
- Developing the sector's capacity to **innovate**, share skills and best practice
- Sharing UK creative work with European audiences and building the **reputation** of UK creative industries
- Contributing to the **internationalisation** of arts and cultural professionals' careers, work and networks

AIMS OF CREATIVE EUROPE

- Strengthen the sectors' capacity to operate **transnationally**
- Promote the **transnational** circulation of works and people
- Reach new **audiences** in Europe and beyond
- Encourage **innovation** (artistic, business models, sharing skills)
- Strengthen **policy** making



ELIGIBLE COUNTRIES - 2017



You can collaborate with organisations in

- **28 EU member states**

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Rep, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK

- **EEA Countries: Iceland, Norway**

- **Other European Countries: Albania, Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Georgia, Israel (tbc), Moldova, Montenegro, Republic of Serbia and Ukraine**

- **International (non-European) partners can participate** No more than 30% of project budget can be spent on their activities

COOPERATION PROJECTS

Supports multilateral European partnerships and their joint initiatives

Within a project:

- Artistic creation is possible
- Knowledge and skills transfer
- Capacity building
- Answering a common question

Each Cooperation Project has one lead partner and several non-lead partners

Annual deadlines towards the end of the year



COOPERATION PROJECTS

Two types of Cooperation Projects:

Small Cooperation Projects

- Involve a minimum 3 partners in 3 different countries
- You can apply for up to €200,000

Large Cooperation Projects

- Involve a minimum 6 partners in 6 different countries
- You can apply for up to €2 million



CREATIVE EUROPE'S PRIORITIES - COOPERATION PROJECTS

- **Cross-border mobility**

Transnational circulation of professionals and content

- **Audience development**

- **Capacity building:**

- Digitisation
- New business models
- Training and education

SMALL COOPERATION PROJECT

An Imagined Museum, Tate

- Partners: MMK, Germany; Centre Pompidou-Metz, France
- €200,000 towards the project for 2 years
- **Exhibited** over 60 major artworks from 1945 in the partner museums
- Invited **audiences to be co-creators** – the exhibition ‘disappeared’ and the public were invited to personally recollect the missing art works



LARGE COOPERATION PROJECT

Ceramics and its dimensions

- 16 partners from 11 countries
- Led by Porzellanikon-Staatliches Museum für Porzellan, Germany
- 4 UK partners including **The Potteries Museum & Art Gallery**
- Received **€1,934,309** towards the project
- Bring ceramics to new audiences and stimulate wider cultural engagement





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