



CULTURE OFFICE

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Spotlight on Cultural Heritage

CULTURE OFFICE

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Co-funded by the
Creative Europe Programme
of the European Union

Programme

11am	Introduction + Welcome
11.10am	Key note presentation: Anne Grady
11.30am	Case study: Chelsea Canavan + Deirdre Power
11.45am	Overview of Creative Europe Programme 2021 -2027: spotlight on cultural heritage
12.10pm	Case study: 14 Henrietta St
12.25pm	Q&A and closing remarks



Creative Europe Desk Ireland

3 Offices

→ MEDIA Office Dublin

→ Media Sub-Programme

→ MEDIA Office Galway

→ Media Sub-Programme

→ Culture Office

→ Culture Sub-Programme (The Arts
Council is the national host)



Culture Office

- Information, advice and assistance to Irish applicants
- Promote the Programme at local, regional and national level
- Collaborate with key sectoral stakeholders and agencies
- Expand collaboration with Creative Europe Desk network
- Assist with partner search requests
- Develop cross-sectoral partnerships and events with MEDIA Programme



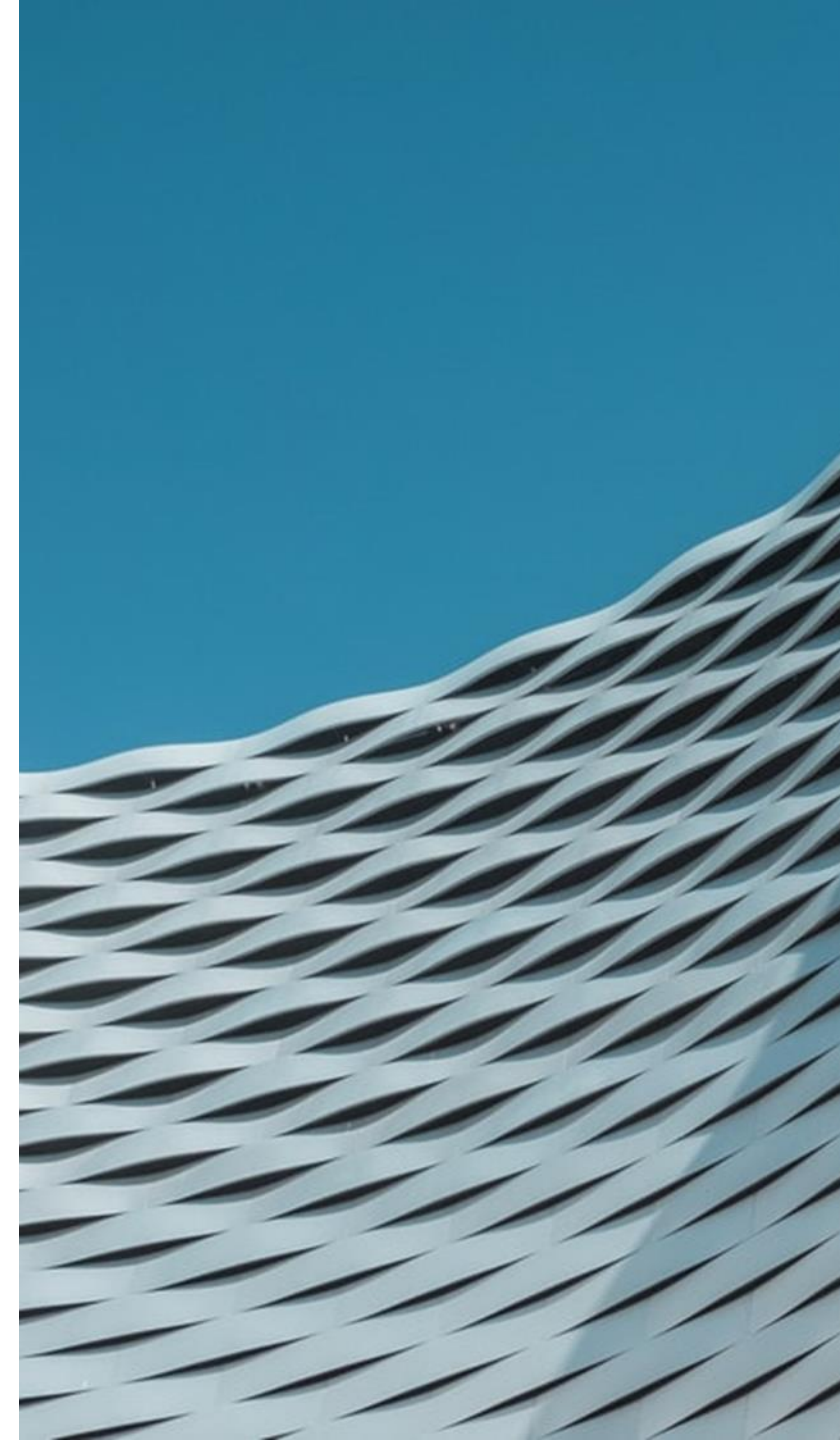
Why the EU funds culture

Intrinsic value

Treaty commitments

Links to broader EU policy

- ✓ A New EU Agenda for Culture (2018)
- ✓ New work plan for culture (2019 – 2022)
- ✓ Gender Equality Strategy (2020 – 2025)
- ✓ The European Green Deal (2020)
- ✓ European Framework for Action on Cultural Heritage (2018)



What is the EU hoping to achieve?

- Funding for arts / culture is another tool for the EU to achieve its social and political aims
- Need to demonstrate BIG impact at EU level - by significantly addressing programme priorities + sectoral concerns
- European Added value



How the EU funds culture

- Direct funding actions
 - European Capitals of Culture
 - Prizes
 - Popular music
 - Contemporary architecture
 - Contemporary literature
(European prize for Literature)
 - Cultural heritage (Europa Nostra)
- Centrally administered funding programme
 - Creative Europe 2021 - 2027



Creative Europe 2021 - 2027

- €2.44 billion over 7 years
- Budget front-loaded as response to COVID crisis
- Increased co-funding for projects
- Aligned with EU Agenda for Culture - Cross-cutting objectives on climate + gender equality
- Targeted sectoral approach (including cultural heritage)
- Supports for individual artists' mobility (i-Portunus)
- Cross-sectoral supports: support media, literary + creative innovation labs



Culture Priorities

- Resilience and recovery
- Innovation and Joint Creation
- Cooperation and Exchange of Practices
- Capacity Building of Artists
- Key Players and Multipliers

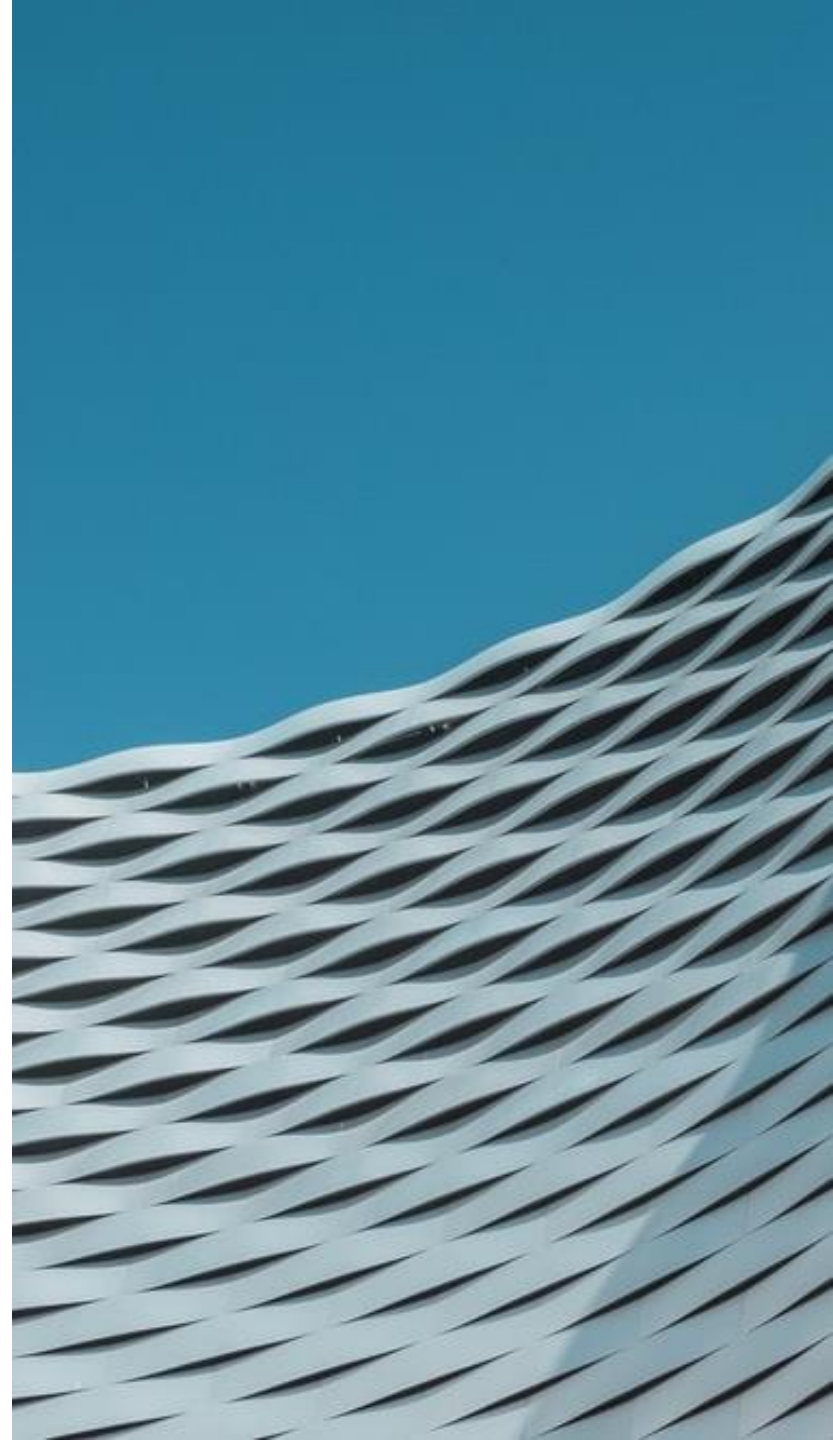
Funding Strands

- European Cooperation Projects
- European Networks of Cultural and Creative Organisations
- European Platforms for the Promotion of Emerging Artists
- Circulation of European Literary Works
- i-Portunus Mobility individual artists (4 recent calls no deadline in 2021)
- Music Moves Europe (tbc)



Cooperation Projects 2021

- Budget of €60.9 million (30% increase on 2020)
- 10% of budget allocated to sector specific priorities (literature, music, architecture, **cultural heritage**)
- Open to creative and cultural organisations, NGOs, museums, local authorities, universities etc
- Funds a broad range of artistic and cultural activities
- Funds staff time + core costs + limited overheads
- Call open 8 June
- Deadline 7 September 2021
- Decisions January 2022





Cooperation Projects

→Objectives:

- to strengthen the transnational creation and circulation of European works and artists
- to enhance the capacity of European cultural and creative sectors to nurture talents, to innovate, to prosper and to generate jobs and growth.

Cooperation Projects Priorities

- **Audience:** increase cultural access
- **Social Inclusion:** projects for/of marginalized groups, intercultural dialogue
- **Sustainability:** contribute to European green deal
- **New Technology:** CCS to increase competitiveness
- **International dimension:** build capacity to be active at int level
- **Sector specific priorities:** (literature, music, architecture, cultural heritage)





Cultural Heritage Priorities



- Reinforce the capacity of cultural heritage professionals in:
 - **Engagement** and **mediation** with people in the interpretation, communication and presentation of cultural heritage to develop relationships with audiences and stakeholders, taking into account evolving technological and digital methods of content creation and presentation of archived output, and drawing lessons learnt during the lockdown;
 - **Digitisation** of cultural heritage material, sites and historical buildings including the use of 3D and AI technologies;
 - **Risk management** for cultural heritage – with a focus on prevention and risk preparedness in relation to natural and non-natural hazards including climate change adaptation and mitigation in accordance with the principles of the European Green Deal.



Cooperation Project Strands



- Category 1 (small) – 35% budget
 - min 3 partners from 3 countries
 - 200k / 80% of total budget
- Category 2 (medium) – 35% of budget
 - Min 5 partners from 5 countries
 - €1 million / 70% of total budget
- Category 3 (large) – 30% of budget
 - Min 10 partners from 10 countries
 - €2 million / 60% of total budget

Creative Europe and Irish perspective

- 68 Irish organisations involved in Creative Europe funded projects.
- Total project grants of €45 million and direct grant aid to Ireland of just over €5 million.
- Ireland represents 2.26% of the overall funding.
- Ireland's success rate averaged 36.6% with overall success rate average 23%.
- Partners in 34 countries out of a possible 41.



Some examples

- Craft Hub – Carlow CoCo (lead partner)
- Crafting Europe – DCCOI (lead partner)
- Memory of Water – Ormston House
- Ceramics and its Dimensions – DCCOI
- Symbols: Culture of Death and Cultural Life – LIT
- Imagining Sustainable Glass Network – NCAD
- Follow the Vikings – Dublinia
- Legend of the Great Birth – Smashing Times



Europa Nostra Prize winners

- 18 Ormond Quay Upper (2021 - Conservation category)
- Jim Callery (2017 – Dedicated Service)
- Little Museum of Dublin (2016 – Education Training and Awareness Raising)
- Fota Walled Garden (2015 - Education Training and Awareness Raising)



Final thoughts

- Look at your organisations' current and future plans / activities
- Assess organisational capacity
- Think of longer term plans for European projects
- Assess local and European contacts for partners
- Develop relationships with organisations / local arts offices, the Arts Council, third levels, NGOs. Look at the long term plans of your organisation and priorities of Creative Europe
- Look at other EU funding programmes...
- Sign up to our newsletters





Questions

Thank you



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