



EUROPEAN 'HOUSES' OF CULTURE

CALL FOR IDEAS

Deadline: 23 June 2019

Co-funded by the



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1. EUROPEAN ‘HOUSES’ OF CULTURE: BASIC INFORMATION

As part of the further development of the EU’s approach to international cultural relations, the Preparatory Action European ‘Houses’ of Culture was initiated by the European Parliament to test and implement innovative collaboration models between European actors (EUNIC members and EU delegations) and local stakeholders in non-EU countries.

In the request for a proposal issued by Directorate-General for Education, Youth, Sport and Culture of the European Commission in July 2018 (EAC/S09/2018), European ‘Houses’ of Culture are understood as a tool to contribute to the EU approach to international cultural relations through:

- Enhancing cultural cooperation between EU actors;
- Engaging more widely local stakeholders and increasing cooperation between EU’s and third countries’ cultural professionals;
- Supporting EU geographic and thematic priorities;
- Increasing the visibility of the EU.

The main task of this project is to **define concretely the concept for European ‘Houses’ of Culture as a tool** of the new EU strategy for international cultural relations and to **evaluate it** on the basis of the various collaboration models that will be tested during the period 2019-2020.

What are European ‘Houses’ of Culture?

They are collaboration models and practices that create spaces, whether physical or digital, permanent or temporary, for cultural exchange, co-creation and people-to-people contacts that build trust and understanding between the peoples of the EU and the peoples from the rest of the world.

Main steps of the project

The project takes three main steps:

1. **Mapping and analysis of past and present models** of European ‘Houses’ of Culture, inside and outside the EU, over the past 30 years.
January – April 2019

2. **Call for Ideas to identify and test innovative collaboration models** between EUNIC members, EU delegations and local stakeholders (models for European ‘Houses’ of Culture) in countries outside the EU.

April 2019 – October 2020

3. **Critical analysis and evaluation of the concept of European ‘Houses’ of Culture** and the extent to which it contributes to deliver the new EU strategic approach for international cultural relations. Among others, the analysis and evaluation will include **evidence-based policy recommendations** to the European Commission.

October – December 2020

More information about the project, including the application package, can be found on the [website of EUNIC Global](#).

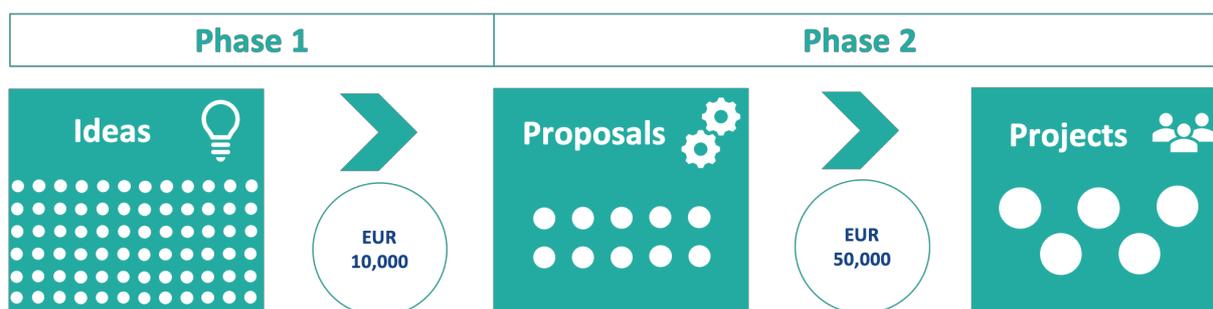
Examples of European collaboration models

The mapping serves as inspiration for future collaboration projects. Proposals submitted to this Call for Ideas may result from adapting the collaboration models presented in the baseline mapping, or they may be completely new ideas. A number of models and examples are shared in Annex B. Please consult the full baseline mapping report for more inspiration by visiting the EUNIC Global website.

2. THE CALL FOR IDEAS

The call will be implemented in two phases:

- Phase 1 will identify 10 innovative ideas that will be further developed into project proposals;
- Phase 2 will select 5 out of the 10 project proposals to be implemented as pilot projects.



The **first phase** of the call will invite the EUNIC network, together with EU delegations and local partners, to submit proposals with innovative ideas for European ‘Houses’ of Culture, outside of the EU. An independent Selection Committee will choose the best and most innovative ten ideas. These ten ideas will be further defined and detailed into project plans in the **second phase**, at the end of which the selection committee makes another choice. Only five of these projects will finally be implemented. The results of this project will be presented in Brussels at a final conference, to which some of the project teams might be invited.

Eligibility criteria

- Eligible ideas include **activity-based projects in the field of culture**, including not only the arts and literature, but also, among others, inter-cultural dialogue, education and research, the creative industries and tourism, heritage, sport, artisanship as well as development cooperation. Research, feasibility studies and cluster capacity-building are eligible as preparatory activities for the project.
- Activities are based on the principles of the contemporary understanding of cultural relations: people-to-people approach, co-creation and beyond showcasing of cultural diversity.
- **Activities** are foreseen to take place in one (or several) non-EU country(ies).
- A minimum of **three EUNIC members** is required in the **project team** with one of them taking the lead. The project team must also include **the EU delegation** in the specific country(ies) where the activity takes place, as well as at least **one key local partner**. To have more than one local partner is encouraged. Partners can be civil society operators as well as public bodies. Project teams are furthermore encouraged to be as inclusive as possible and involve more local partners and other European actors that are not members of EUNIC. All partners are asked to submit written support letters to the project lead.

Check the complete list of EUNIC members [here](#). EUNIC members' headquarters and their local branches (direct or mandated) are eligible.

Partners can be involved in multiple applications at the same time, as project leader or regular partner.

The lead applicant will submit the application on behalf of all partners and will represent the project team in any contractual relationship with EUNIC Global. Only a EUNIC member can act as lead partner in the team and needs to be an affiliated entity of the project. Affiliated entities to the project are those whose headquarters signed a declaration of honour in the application submitted by EUNIC Global (see below).

Affiliated entities

- AECID, through embassies of Spain
- Arts Council Malta
- Austrian Ministry of Foreign Affairs
- British Council
- Culture Ireland
- Cyprus Ministry of Education and Culture
- Czech Centres
- Danish Cultural Institute
- DutchCulture
- Estonian Institute
- Finnish Cultural and Academic Institute
- French Ministry of Foreign Affairs
- Institut français
- Alliance Française
- Hellenic Foundation for Culture
- Goethe-Institut
- Ifa
- Instituto Camões
- Italian Ministry of Foreign Affairs
- Latvian Institute
- Lithuanian Culture Institute
- Österreich Institut
- Slovenian Ministry of Culture
- Società Dante Alighieri
- Swedish Institute
- Wallonie-Bruxelles International

Eligible costs

- Selected ideas will be awarded up to EUR 10,000 to be developed into detailed feasible project plans before the beginning of implementation.
- If selected for phase 2, applicants can be awarded up to EUR 50,000 for implementation
- Projects should take place from March until October 2020.

- Eligible costs are those related to the project and its actions (honorariums for experts, travel and accommodation, catering, rental of venues, printing material, etc.) including the hiring of external consultants to carry out certain components of the project (studies, mapping of resources, PR/communication, etc.).
- Costs not eligible for funding under the Call for Ideas are those related to the purchase of equipment, overhead costs (organisational costs unrelated to the project), the project partners' permanent staff costs, as well as costs related to the development of infrastructure. In-kind contributions cannot be included in the overall budget of the project.
- Co-funding from the partners concerned or any other party is not required but encouraged.
- Payments to awarded ideas will be split into two instalments: 80% upfront and 20% upon reception of the report on the project after its completion for each of the phases.
- All receipts related to project costs should be kept and made available for a possible audit.

Proposal components

- Project description
- Context and needs
- Proposed activities and timeline (phase 1)
- Objectives and target groups
- Approach
- Innovation in international cultural relations
- Expected results (medium- and long-term) and evaluation mechanisms
- Visibility strategy
- Estimated budget to be used as a basis for the preparation of the project plan if selected for funding (template to be provided by EUNIC Global)

For those projects admitted to phase 2, a more detailed project plan and budget will need to be submitted.

Selection process

An independent Selection Committee will be established in order to evaluate the proposals and decide which ones will be selected for funding on the basis of the selection criteria, in each phase (see Annex A). EUNIC Global will carry out a first eligibility check of the proposals.

The Selection Committee is composed of 6 persons (with the European Commission joining as an observer) and established on the basis of a set of criteria relevant to the European 'Houses' of Culture. These criteria consider the following:

- Relevance of knowledge and expertise in the field of international cultural relations;
- Diversity of roles (e.g. international cultural practitioner operating across several countries, development specialist, innovation expert, representative of EUNIC network,) and profiles (e.g. EU/non-EU citizen, gender, age range, geographical balance).

EUNIC Global support

After the signing of the contracts in September 2019, EUNIC Global will organise a face-to-face workshop for the 10 selected project teams and explain how the detailed project plans need to be prepared to ensure that they can be fairly evaluated in Phase 2 of the Call.

EUNIC Global will organise regular Creative Labs with each of the 5 selected projects in order to exchange on their progress and collect additional information on lessons learned.

EUNIC Global will provide technical guidance to project teams interested in applying through Webinars as well as by responding to individual requests by e-mail or phone. Furthermore, those project teams seeking more extensive guidance and advice may request the project team members to visit and discuss the proposal in more detail in the host country.

3. TIMELINE

23 June 2019	Deadline for submission for Call of Ideas
4 July 2019	Selection Committee meeting
July 2019	Announcement of 10 selected ideas
July and August 2019	Signing of contracts with 10 selected ideas
September 2019	Workshop with 10 selected ideas
December 2019	Deadline for submission for project plans for Phase 2
January/February 2020	Announcement of 5 selected projects
March - October 2020	Implementation period
Early 2020	Creative Labs for selected projects
November 2020	Reporting period
December 2020	Final conference in Brussels

The timeline is indicative.

4. HOW TO APPLY

Documents required

The following documents need to be submitted:

- a) Application form (see template)
- b) Estimated budget, drawn up in EUR (see template)
- c) Support letters from all project partners (see template)

Submission

Please submit the complete application package by **Sunday 23 June 2019 (at 23:59 CET)** to houses@eunicglobal.eu. All applicants will receive confirmation when the application form has been received.

Please note that only applications sent to the email address above and received before the deadline will be considered.

Do not hesitate to contact the project team at: Robert Kieft robert.kieft@eunicglobal.eu (English, Dutch) and roxane.schavoir@eunicglobal.eu (English, French).

ANNEX

A. Selection criteria

Applications will be evaluated along the following selection criteria:

- **Relevance**
 - The proposal is relevant to the local context
 - The need(s) to be addressed is/are clearly identified
- **Quality**
 - Cultural and artistic value of the project is clearly defined in its context
 - Type and depth of the partnership
 - If there is a digital dimension: quality of the digital interactions and expected results
 - Aims towards gender balance in its activities
- **Innovation**
 - The proposed model brings new perspectives and processes to European collaboration through culture
 - Impact is envisaged beyond the presentation and visibility of diversity of European cultures
 - The proposal demonstrates how the project contributes to the objectives of European 'Houses' of Culture, as defined in this call (see page 2)
- **Approach**
 - Inclusive approach is at the core of the design and implementation of the project
 - The proposal includes mechanisms for active consultation and co-creation with local actors as well as with the EU delegation and other actors
 - The project maintains ownership among partners
 - The model goes beyond the sum of the individual contributions of the partners involved
- **Feasibility**
 - Activities are realistic within the tight time frame available
 - Division of responsibilities and actions between partners involved is appropriate and realistic
 - Mechanisms are foreseen for monitoring and evaluation
 - Activities are appropriately reflected in the budget and proposed costs are reasonable in relation to the activities mentioned
- **Visibility**
 - A convincing communication strategy is proposed
 - The proposal foresees actions to share achievements and lessons learned to a wider audience

B. Existing models for European collaboration in partner countries

Some examples of existing collaboration models are listed below. Although some are based in the EU only, these can be used as inspiration for the Call for Ideas.

Residencies

Be Mobile – Create together! – Turkey, France, Germany and the Netherlands (2019 - 2020)

Be Mobile – Create Together! is a multinational and multi-disciplinary project led by the Institut français de Turquie, the Embassy of the Netherlands in Ankara, the Goethe-Institut and the Istanbul Foundation for Culture and Arts (IKSV) funded by the European Union. The project promotes artistic and cultural exchange between Europe and Turkey through the establishment of a multi-national and multi-disciplinary network of residencies. The project features an Open Call for emerging artists from those four countries to work together in various residencies.

Networks

Bibliothèques et relations culturelles: plateforme d'échange – France (2017 - ongoing)

Building up of a network of libraries of national cultural institutes as well as local libraries in Paris to implement activities and present libraries as role-models of a "third place" and platforms for exchange of knowledge and best practices. The network also involves the Forum des instituts culturels étrangers à Paris, the network of cultural institutes worldwide. Goals of this project are to vitalise libraries and enhance their visibility, as well as to contribute to a democratisation of culture. One concrete product is the "Suitcase project", with all libraries contributing with one book to a traveling suitcase.

Twinnings and tandems

Sharing contacts, sharing knowledge – Poland and Ukraine (March 2018 - ongoing)

Opportunities for working together with twinned cultural institutions in Poland and Ukraine and the exchange of knowledge are important topics of talks during meetings with directors of cultural institutions, as well as representatives of agencies and facilities dealing with cultural activities in Ukraine. Common topics which are relevant to both sides include programming, management, strategy building, financing, and building human resources.

Competitions and awards

Qatar National Music Competition – Qatar (October 2017 - ongoing)

On the occasion of the European Year of Cultural Heritage, the EUNIC cluster in Qatar aims to enhance intangible heritage in Qatar by organizing music exchanges where the local participants had the opportunity to share their musical culture and interact with EU musicians. The aim of this competition organized by the local foundation Moving Young Artists (MYA) is to create a competitive platform so as to encourage the best in music creativity and performance in parallel with Qatar's sport, art, design, architecture and other goals.

Digital spaces

Art Line – Sweden, Germany, Poland, Lithuania, Russia (2011 - 2014)

Art Line is a cooperation between five South Baltic countries and 14 partners. It is partly EU financed and includes art galleries, museums, academy and a shipping company. It started in 2011 and during its existence, a number of exhibitions, workshops, lectures and other cultural exchanges of different kinds have taken place in Poland, Sweden, Lithuania, Germany and Russia. In the online catalogue the visitor has access to Art Online, videos, sound works, lectures, documentaries and to an online gallery exhibition about the storytelling project 'Telling the Baltic.'

Festivals

Green spaces festival – Kenya (August 2018 - December 2018)

The Human Rights Green Space Festival was organised by the EU delegation, together with member states, in Nairobi's Karura Forest to mark the 70th Anniversary of the Universal Declaration of Human Rights and raise awareness on human rights while addressing the various challenges human rights defenders face in Kenya. The festival included among others exhibition/information stands, live music/poetry/theatre performances by children and artists known for advocating art for social change and a human rights walk. Furthermore, it was an opportunity to highlight other European projects on human rights, and to enhance cooperation with member states, the United Nations, civil society and human rights organisations.

Joint presentations in festivals/art fairs

CASA EUNIC at Hay Festival 2018 – Spain (10, 17-23 September 2018)

Under the common denominator "Coexistence in Europe: past, present and future", EUNIC Spain created a wide programme of activities and projects for its participation in Hay Festival 2018 in Segovia, which includes four exhibitions at the Quintanar Palace (CASA EUNIC), the participation and discussion of European writers and intellectuals, the organization of a series of readings in the original language and Spanish in the Plaza San Martín, the screening of films, documentaries and short films in the old jail and more.

Physical spaces and collocations

La Casa Tomada – El Salvador (February 2014 - August 2016)

La Casa Tomada opened in 2011, under the auspices of the Centro Cultural de España in San Salvador, as a new cultural space to house a model of collaborative and community cultural management. It provides creative spaces for the community: artists, neighbours and at-risk persons, local entrepreneurs, shops and the general public. It supports individual and collective projects and enters into partnerships with different organisations, such as the EU, World Food Programme, and the Central American University to support overall cultural development in an inclusive space.

Trainings (capacity building)

Live Skills – Bulgaria, Greece, Romania and the United Kingdom (December 2016 - May 2020)

The Creative and Cultural Sector plays a key role in promoting smart, sustainable and inclusive growth in Europe. It is, nevertheless, recognised that cultural professionals lack important skills and competences required to adapt to changing employment trends and make the most of new technologies and financing models in order to be able to drive the sector to innovation and growth. The Live Skills project will help enhance employability and mobility for cultural professionals and students in the EU, boost the sector's competitiveness and build a vibrant, robust and sustainable Creative and Cultural Sector for the future. Live Skills is a three-year project, co-funded by the Erasmus+ programme and led by the British Council in collaboration with partners across four countries (Bulgaria, Greece, Romania and the UK) and Europe-wide associated partners.

Conferences

EU-India Partnership for Cultural Heritage Conservation – India (December 2018)

The EU delegation to India, in collaboration with the National Museum Institute of the History of Art, Conservation & Museology, organized a two-day conference on collaboration between the EU and India in the field of cultural heritage conservation, which marked the culmination of the celebrations of 2018 as the European Year of Cultural Heritage.

C. Background

The role of culture in EU external relations has been a priority for the EU since 2007. Over the past few years, there has been a shift in the EU's approach to international cultural relations, with the emphasis being placed in going beyond the notion of presenting the diversity of European cultures and focusing instead on a cultural relations approach based on people-to-people contacts.

A turning point in this process was the [Joint Communication "Towards an EU strategy for international cultural relations"](#), jointly published in June 2016 by the High Representative of the Union for Foreign Affairs and Security, Federica Mogherini, as well as the European Commission. This document sets the framework for the EU and its Member States' activities in international cultural relations. It calls for enhanced cooperation between EUNIC, the European External Action Service (EEAS), and the European Commission (EC).

Following the publication of this document, an Administrative Arrangement between the EC, the EEAS, and EUNIC was signed in May 2017 to strengthen collaboration between EUNIC and EU delegations in non-EU countries. To further analyse the state of the partnership between EUNIC clusters and EU delegation, a study was conducted. Colleagues in 14 countries – from Jordan to Japan, from Brazil to Bosnia-Herzegovina – were interviewed. EUNIC Global published [this report](#) in September 2018. It includes lessons learned and recommendations to further develop the [strategic partnership of the EU and EUNIC](#).

In July 2018, EUNIC was invited by the European Commission to submit a proposal to test and define the concept of European 'Houses' of Culture. EUNIC Global submitted its proposal to the Directorate-General for Education, Youth, Sport and Culture of the European Commission (DG EAC) and was awarded a grant in December 2018 to carry out the project.