



European  
Commission

# **2018 annual work programme for the implementation of Pilot Projects and Preparatory Actions in the area of education, sport and culture**

*C(2018)1602 of 21 March 2018*

# EN

## ANNEX I

<b>2018 Annual work programme for the implementation of the Pilot Project "Altiero Spinelli Prize for Outreach".</b>	
<b>Budget line</b>	15 02 77 17
<b>Legal basis:</b>	Pilot project within the meaning of Article 54(2)(a) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

### **1. BACKGROUND**

The European integration project has for six decades contributed to the advancement of peace and reconciliation, tolerance, democracy and respect for human rights in Europe, and has been a world example in balancing prosperity and social welfare.

In recent years, however, the European project has been criticized and weakened, from within as well as from outside. Much of the public discourse about Europe is currently framed by simplistic populist appeals to emotion and often by false information rather than evidence. Public trust in the European Union is low. Action on many fronts is necessary to redress this "disenchantment" with the EU and to enhance the citizens' understanding and ownership of the European project. We need to bring the EU, its benefits and its achievements closer to the citizen. We need not only to speak up without hesitation about the accomplishments of and benefits from the EU, but also to speak in a language that the ordinary citizen can understand and identify with. More than ever before, we need to inform the citizens objectively about the EU, but also to inspire them -especially the younger ones.

### **2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

As in 2017, the "Altiero Spinelli Prize for Outreach" will in 2018 continue to reward outstanding contributions that communicate the EU (its founding values, history, action, benefits, etc.) to the citizens, enhance the citizens' understanding of the EU, broaden the ownership of the European project and build trust in the EU.

The "Altiero Spinelli Prize for Outreach" is a pilot project initiated by the European Parliament in 2017. 2018 is the second year of its implementation. The 2017 edition attracted 279 applications (and more than 500 expressions of interest). With a budget of EUR 750,000, it has awarding 22 Prizes. The lower budget available for this second year (EUR 300,000) is affecting the number of the prizes that can be awarded in 2018. The 2018 edition of the Contest is inviting explicitly applications from younger applicants.

## Expected results

The "Altiero Spinelli Prize for Outreach 2018" will encourage, reward and provide European level recognition and visibility to high quality contributions to:

- 1) promoting knowledge of the EU and critical reflection on the past, present and future of the EU to non-specialist audiences and to the general public;
- 2) enhancing understanding by citizens of the values, objectives and benefits of the European integration process, of the enormous accomplishments of the EU but also of failures, contradictions and dilemmas;
- 3) proposing, testing and assessing innovative approaches and materials that European and national policy makers, practitioners, civil society organisations and institutions in various fields can use to better inform, educate, inspire and empower citizens to develop positive and positively critical European identities and sense of belonging to the EU;
- 4) exposing anti-EU populist myths on various aspects of the European integration process, including extremist rhetoric based on intolerance and misinformation about the legitimacy, competencies and actual work of the EU.

The Prizes are not intended to reward research as such. Rather, the Prizes will be awarded for outstanding work that is informed by and effectively communicates knowledge and insights emerging from research on the processes of European Integration. For example through publications, media productions, audio-visual works, newspapers, films, documentaries, exhibitions/events, TV series or programmes, radio programmes, information/communication campaigns, works of fiction, MOOCs, fact-checking initiatives or other "products" or means or emblematic initiatives or combinations/families of such works.

Prizes will be awarded to attractive, user-friendly, evidence-based and myth-busting work that achieves the objectives set above and that is suitable for outreach to a variety of lay, non-academic and non-specialist audiences. The main target of the works proposed for the Prize must be the ordinary citizen.

### **3. IMPLEMENTATION**

Like in its first year, this pilot project will be implemented in 2018 by way of prizes in accordance with the provisions of Part I – Title VII of the Financial Regulation.

The Prizes will be awarded through a contest that will be published in spring 2018.

The 2018 contest itself and the successful proposals will be advertised through many channels, including the Jean Monnet community of academics.

The Rules of Contest for the 2018 edition will be established and published by the Commission which will manage the contest and will award the Prizes based on the assessment carried out by a jury of external independent evaluators appointed by the Commission.

The relevant Rules of Contest will lay down the detailed conditions for participation, the deadlines, the award criteria, the arrangements for the payments to winners, etc.

The budget available in 2018 for this activity is: EUR 300,000, including the following estimated amounts:

EUR 125,000 for the Prizes;

EUR 100,000 for the evaluation of the applications;

EUR 75,000 for the award ceremony and for communication activities.

In 2018 the action will award up to five prizes of EUR 25,000 each.

A Framework Contract for the organisation of events will be used for the Award Ceremony.

### Eligible applicants

The 2018 edition of the Contest is inviting applications from younger applicants.

The 2018 contest is open to private individuals (natural persons) or to teams of individuals. To be eligible, applicants must be EU citizens born on or after 01/01/1980.

Winners of the 2017 Altiero Spinelli Prize for Outreach cannot apply for the 2018 edition with the same product. Other applicants (not winners) of the 2017 edition can apply again in 2018, ideally with a significantly different "product" than the one they proposed in 2017.

### Award criteria

The Prizes will be awarded to the proposals that in the opinion of the jury best address the objectives set out in section 2 above and will be selected according to the following criteria:

- 1) the **quality and relevance** of the work proposed;
- 2) the added value, attractiveness, the **existing impact or/and potential for future impact** of the work proposed.

## **4. PROGRAMMING TABLE**

Budget line 15 02 77 17 — Pilot project — Altiero Spinelli Prize for Outreach

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>300,000</b>

<b>WPI (*)</b>	<b>Actions</b>	<b>Budget</b>	<b>Mode of implementation</b>	<b>Indicative/planned number of interventions</b>	<b>Average contribution/intervention</b>	<b>Maximum rate of cofinancing of eligible costs</b>	<b>Publication of the call/ Signature of contract</b>
<b>1.10</b>	Evaluation	100,000	SE	32	3,125	N/A	Call publication: Spring 2018 / Evaluation: autumn 2018
<b>1.20</b>	Prizes	125,000	PR	5	25.000	N/A	Early 2019
<b>1.30</b>	Award Ceremony and Communication	75,000	PP	1	75.000	N/A	Early 2019
	<b>TOTAL</b>	<b>300,000</b>					

(\*) WPI: Work Programme Index

PR: Prize

SE:Experts - Art 204 FR

PP: Public procurement

N/A.: Not Applicable

**2018 Annual work programme for the implementation of the Pilot Project "Sport as a tool for integration and social inclusion of refugees".**

**Budget line**

15 02 77 18

**Legal basis:**

Pilot project within the meaning of Article 54(2)(a) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## **1. BACKGROUND**

The opportunities that sport projects provide to support social inclusion of refugees in host communities and the usefulness of sport as a tool for social inclusion has been well documented<sup>1</sup>. Across the Member States and within the context of Union programmes such as Erasmus+<sup>2</sup>, and, in particular, the Asylum, Migration and Integration Fund (AMIF)<sup>3</sup>, and the Action Plan on the Integration of Third-Country Nationals<sup>4</sup>, a wide range of projects and initiatives have been already implemented. Considering the number of refugees settling in the Union, there is currently an intensified need for effective integration and social inclusion initiatives. As sport is one of the tools that can be exploited for the successful integration of refugees, local sport projects may have an increasing role to play in trying to facilitate refugees's integration into their new communities.

## **2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

This pilot project will involve local sport clubs in the integration of refugees, leveraging local expertise in Members States. The focus will be on the integration of refugees in communities across the EU through local sport projects to be implemented in the EU. The action will support the identification of good practices in Europe and the development of methods to assess their impact in a systematic and replicable manner. Information on actions relating to the integration of refugees through sport should be made available in a networking platform.

The expected outcomes include:

- promoting the direct engagement of refugees and host communities in strategic locations within the EU
- promoting a Europe-wide approach, increasing the potential for European host communities to successfully engage and integrate refugees through sport.

## **3. IMPLEMENTATION**

The project would support local sport projects focused on the integration of refugees. Approximately 25 projects would be selected. These projects should involve local sport organisations and should contribute to the promotion of gender equality, in particular via

<sup>1</sup> See for example "Mapping of good practices relating to social inclusion of migrants through sport", published in September 2016. <http://bookshop.europa.eu/en/mapping-of-good-practices-relating-to-social-inclusion-of-migrants-through-sport-pbNC0416616/>

<sup>2</sup> Regulation EC 1288/2013 of 11.12.2013, [http://ec.europa.eu/programmes/erasmus-plus/node\\_en](http://ec.europa.eu/programmes/erasmus-plus/node_en)

<sup>3</sup> [https://ec.europa.eu/home-affairs/what-we-do/policies/legal-migration/integration\\_en](https://ec.europa.eu/home-affairs/what-we-do/policies/legal-migration/integration_en) ;

[https://ec.europa.eu/home-affairs/financing/fundings/migration-asylum-borders/asylum-migration-integration-fund/union-actions\\_en](https://ec.europa.eu/home-affairs/financing/fundings/migration-asylum-borders/asylum-migration-integration-fund/union-actions_en)

<sup>4</sup> COM(2016) 377 final.

focusing resources on sport projects where both women and men participate and by involving refugees in mixed sport activities, especially at young age.

#### Eligible applicants

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- be a public or private organisation with legal personality who are mainly active in the sport field and that regularly organise sport competitions, at any level (natural persons are not eligible to apply for a grant under this call);
- have their registered legal office in one of the 28 EU Member States.

#### Selection criteria

- **Operational capacity:** applicants must have the professional skills and qualifications necessary to complete the proposed action.
- Applicants must certify their financial and operational capacity to complete the proposed action by signing a declaration on their honour and submitting any supporting documents requested in the call for proposals. According to Article 196(3) of the Commission Delegated Regulation (EU) No 1268/2012 (Rules of Application), the first requirement does not apply to public bodies and international organisations.

#### Award criteria

Points will be allocated to eligible applications out of a total of 100 on the basis of the following weighting:

- **relevance of the project (criterion 1) (maximum 40 points):** The extent to which the proposal contributes to the objectives and priorities of the action referred above;
- **quality (criterion 2) (maximum 40 points):** The quality of the overall design of the activities proposed and methodology for achieving the objectives, including cost efficiency, sustainability of the proposed actions (the extent to which the actions will be carried out also after the end of the project) and budget proposal;
- **management of the project (criterion 3) (maximum 20 points):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

The item will be implemented through a call for proposals. The maximum EU-cofinancing rate will be 80%.

Estimated budget: EUR 1,400,000.

#### 4. PROGRAMMING TABLE

Budget line 15 02 77 18 — Pilot project —Sport as a tool for integration and social inclusion of refugees

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>1,400,000</b>

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	Sport as a tool for integration and social inclusion of refugees	1,400,000	CFR	25	56,000	80%	Apr-18
	<b>TOTAL</b>	<b>1,400,000</b>					

(\*) WPI: Work Programme Index

CFP: Grants awarded with a call for proposals

**2018 Annual work programme for the implementation of the Preparatory Action "Exchanges and mobility in sport".**

**Budget line**

15 02 77 21

**Legal basis:**

Preparatory action within the meaning of Article 54(2) (b) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

**1. BACKGROUND**

There is a strong demand for learning mobility, which is not covered by the sport chapter of Erasmus+. Learning mobility is understood as a “move of the individual to a country other than their country of residence, in order to undertake study, training or other learning, including traineeships and non-formal learning, or teaching or participating in a transnational professional development activity" and could benefit the individual, the organisation and sport as a whole. This project will also prepare the opening of the Erasmus+ Sport chapter to international cooperation.

**2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

The objective of the project is to give the opportunity to sport staff (athlete's entourage) to improve their qualifications and acquire new skills through spending a period in a foreign country (in and outside the EU). Opportunities for learning mobility in this context could be addressed to:

- coaches; 'staff'; volunteers – linked to professional sport;
- coaches; 'staff'; volunteers in not-for-profit sports organisations.

In a second phase (subsequent year 2020), the project would support athletes' dual careers through exchange (with EU as well as non EU countries), with a focus on education without jeopardising the athlete's sports career. This exercise will strengthen their future employability as well as their personal development.

Such initiative (in both phases) could be based on the following actions:

- exchanges,
- placements,
- periods of study,
- job-shadowing.

The project could have an impact in three major fields:

- improving the knowledge and know-how of sport staff;
- allowing students who play sport to have access to training sessions (including facilities) on the same conditions as nationals.

- developing international cooperation in the field of mobility and education in sport.

The expected outcomes include:

- regular exchange scheme for sport 'staff';
- establishment of European networks of coaches and sport 'staff' and in the second phase of dual careers service providers.

### 3. IMPLEMENTATION

The project would support organisations active in the field of sport organising exchanges and mobility schemes. Approximately 5 projects would be selected. These projects should involve partners from outside EU with the special focus on Western Balkans, Eastern Partnership, Asia and Latin America. Applicants should have already established cooperation in the mentioned regions. The project should take into consideration the principle of gender equality.

#### Eligible applicants

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- be a public or private organisation with legal personality who are mainly active in the sport field and that regularly organise sport competitions, at any level (natural persons are not eligible to apply for a grant under this call);
- have their registered legal office in one of the 28 EU Member States.

#### Selection criteria

- **Operational capacity:** applicants must have the professional skills and qualifications necessary to complete the proposed action.
- Applicants must certify their financial and operational capacity to complete the proposed action by signing a declaration on their honour and submitting any supporting documents requested in the call for proposals. According to article 196(3) of the Commission Delegated Regulation (EU) No 1268/2012 (hereinafter Rules of Application, the first requirement does not apply to public bodies and international organisations.

#### Award criteria

Points will be allocated to eligible applications out of a total of 100 on the basis of the following weighting:

- **relevance of the project (criterion 1) (maximum 40 points):** The extent to which the proposal contributes to the objectives and priorities of the action referred above;
- **Quality (criterion 2) (maximum 40 points):** The quality of the overall design of the activities proposed and methodology for achieving the objectives, including cost efficiency, sustainability of the proposed actions (the extent to which the actions will be carried out also after the end of the project) and budget proposal;
- **management of the project (criterion 3) (maximum 20 points):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

The item will be implemented through a call for proposals.

Estimated budget: EUR 1,200,000. The maximum EU-cofinancing rate will be 80%.

#### 4. PROGRAMMING TABLE

Budget line 15 02 77 21 — Preparatory action — Exchanges and mobility in sport

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>1,200,000</b>

<b>WPI (*)</b>	<b>Actions</b>	<b>Budget</b>	<b>Mode of implementation</b>	<b>Indicative/planned number of interventions</b>	<b>Average contribution/intervention</b>	<b>Maximum rate of cofinancing of eligible costs</b>	<b>Publication of the call/ Signature of contract</b>
<b>1.10</b>	Exchanges and mobility in sport	1,200,000	CFP	5	240,000	80%	Apr-18
	<b>TOTAL</b>	<b>1,200,000</b>					

(\*) WPI: Work Programme Index

CFP: Grants awarded with a call for proposals

**2018 Annual work programme for the implementation of the Preparatory Action " Preparatory action — Sportue - Promotion of European values through sport initiatives at the municipal level ".**

**Budget line**

15 02 77 22

**Legal basis:**

Preparatory action within the meaning of Article 54(2) (b) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## **1. BACKGROUND**

Organizations that encourage and support European cities to excel in the area of sport have greatly contributed to the promotion of physical activities. Moreover, they have helped municipalities throughout Europe to achieve important results as increasing the percentage of people who practice sport, integrating communities and social sectors, attracting investment to the community, generating new opportunities, growing focus in sport policies involving others portfolios like education, health, social affairs, tourism.

An increased support for organisations aiming at the promotion of sport and physical activity at municipal level, in particular in the context of the European Capital, City, Community and Town of Sport, would certainly have a great impact, and furthermore increase the associated benefits of sport and physical activity for all citizens. There is a clear need to support organisations that work all year round active in this field, in terms of capacity building, networking and capacity to develop concrete projects at local level.

This preparatory action, proposes to support organizations that promote sport initiatives at local level with the goal of disseminating the positive values of sport.

## **2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

The main goals of this action are:

- 1) making possible for an organization to develop a European approach aiming at promoting sport at local level. This will help such organisations become financially sustainable promoters of sport activities among the European population, based on the principles of good governance, as promoted by international organisations and the European Commission;
- 2) creating or developing a network of the cities and towns, allowing them to exchange best practices in the field;
- 3) raising awareness about strategies how the local authorities through their decisions and activities may positively influence the well-being of the inhabitants through the practice of sport and physical activity, including in the framework of the European Week of Sport and #BeActive campaign.

These activities should include working together with European sport policymakers to reach same objectives in harmony with possible evolution of the sport policy.

### 3. IMPLEMENTATION

The action will be implemented through a call for proposals in two different lots:

Lot 1: Capacity building action grant, aiming at objectives defined in point 2.1, with 1 project to be selected, for an estimated amount of 300.000 EUR;

Lot 2: Action grants aiming at objectives defined in point 2.2 and 2.3, with 4 projects to be selected for an estimated amount of 700.000 EUR.

The action would support organisations active in the field of sport.

#### Eligible applicants

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- be a public or private organisation with legal personality who are mainly active in the sport field and that regularly organise sport competitions, at any level (natural persons are not eligible to apply for a grant under this call);
- have their registered legal office in one of the 28 EU Member States.

#### Selection criteria

- **Operational capacity:** applicants must have the professional skills and qualifications necessary to complete the proposed action.
- Applicants must certify their financial and operational capacity to complete the proposed action by signing a declaration on their honour and submitting any supporting documents requested in the call for proposals. According to article 196(3) of the Commission Delegated Regulation (EU) No 1268/2012 (hereinafter Rules of Application, the first requirement does not apply to public bodies and international organisations.

#### Award criteria

Points will be allocated to eligible applications out of a total of 100 on the basis of the following weighting:

- **relevance of the project (criterion 1) (maximum 40 points):** The extent to which the proposal contributes to the objectives and priorities of the action referred above;
- **quality (criterion 2) (maximum 40 points):** The quality of the overall design of the activities proposed and methodology for achieving the objectives, including cost efficiency, sustainability of the proposed actions (the extent to which the actions will be carried out also after the end of the project) and budget proposal;
- **management of the project (criterion 3) (maximum 20 points):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

Estimated budget: EUR 1,000,000. The maximum EU-cofinancing rate will be 80%.

#### 4. PROGRAMMING TABLE

Budget line 15 02 77 22 — Preparatory action — Sportue - Promotion of European values through sport initiatives at the municipal level

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>1,000,000</b>

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	Promotion of European values through sport initiatives at the municipal level" – capacity building	300,000	CFP	1	300,000	80%	Apr-18
1.20	Promotion of European values through sport initiatives at the municipal level" – action grants	700,000	CFP	4	175,000	80%	Apr-18
	<b>TOTAL</b>	<b>1,000,000</b>					

(\*) WPI: Work Programme Index

CFP: Grants awarded with a call for proposals

<b>2018 Annual work programme for the implementation of the Preparatory action — Europe for Festivals, Festivals for Europe (EFFE)</b>	
<b>Budget line</b>	15 04 77 12
<b>Legal basis:</b>	Preparatory action within the meaning of Article 54(2) (b) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## **1. BACKGROUND**

The number and scale of cultural festivals in Europe have grown significantly over the last decade and they are important parts of Europeans' cultural lives. In addition to their direct benefits to culture and the arts, they also have a significant impact on social, economic and educational development. Festivals bring together people from all strands of society by providing a festive and creative environment, offering valuable platforms for audience participation. In particular for young people certain festivals have a large appeal and encourage them to travel across borders. Festivals also contribute to tourism, jobs and growth.

In addition, many festivals are international players, cooperating and creating with festivals from other European countries, embracing transversal values which are fundamental to the European integration process.

The pilot project "Europe for Festivals, Festivals for Europe" finished at the end of 2015. The results of this pilot project have been very satisfactory: more than 760 festivals (from 31 countries) have received a label, and 12 festivals have received an award for their quality and commitment to Europe.

The first year of the preparatory action started in November 2016, under a Framework Partnership Agreement of 3 years, with a contribution of EUR 350.000 for the first year. The activities for the first year included the recruitment of the Festivals, their evaluation in view of the Label, the procedures for the Awards and the organisation of the Award Ceremony in September 2017. In May 2017, 715 festivals from 39 countries received the EFFE Label 2017 as 'remarkable festivals' in Europe. The second year of the preparatory action started in October 2017, and is currently ongoing, with a budget of further EUR 350.000.

On the basis of the achievements so far, the third and last year of the preparatory action will continue to channel the energy of festivals into promotion of a smart, inclusive and sustainable Europe.

## **2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

Building on the results of the pilot project, and continuing the work initiated during the first two years, the preparatory action should continue to contribute to the objectives of the EU in the field of culture as stated in Article 167 of the Treaty on the Functioning of the European Union : to "contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity" and encourage "cooperation between Member States and, if necessary, supporting and supplementing their action" in the field of culture.

The preparatory action would continue to cover wider objectives and policies of the EU: to generate and deliver an added value to the activities carried out by festivals in Europe which contribute to the Europe 2020 strategy of smart, sustainable and inclusive growth, thanks to their spill-over capacity in the cultural and creative sectors, and in the field of tourism, regional and urban development.

It will also continue to capitalise on the potential of festivals in order to maximise their contribution to various EU policies, including innovation, diversity and social inclusion, education, youth work and intercultural dialogue.

Finally, by promoting the visibility of Europe's unique values, the European Platform for festivals would keep increasing the European dimension of festivals and, through them, reach a large number of citizens across Europe, including young people. These elements can be important for the shaping of the post 2020 successor programme for Creative Europe.

### Expected results

In its third and last year, the preparatory action will finalize the work of the previous two years, and of the pilot project, preparing the ground for the development of the award and the label into a permanent action, possibly European Festival Award and European Festival Label. More specifically, it is expected that the selected organisation will finalize the work to:

- a) develop a solid, credible and transparent mechanism for the selection of European festivals to receive a label and/or award;
- b) develop a branding strategy in the continuity of the pilot project, for a recognisable and valuable label and award;
- c) create a high visibility for the award and label, the winners and the values that labelled festivals promote, and engage different target groups for the label and awards;
- d) develop networking and partnership activities with a view to ensuring the sustainable impact of the label and awards.

## **3. IMPLEMENTATION**

The preparatory action will be implemented through a specific agreement under the Framework Partnership Agreement signed in 2016 between the European Commission and the European Festivals Association.

### Award criteria

The proposal submitted by the European Festivals Association will be assessed against the following criteria:

- relevance of the proposal and its compliance with the objectives of the call (max 40 points);
- impact and dissemination (max 35 points);
- quality of the project design and implementation (max 25 points).

Total estimated budget: EUR 350,000. The maximum EU co-financing rate will be 80%.

#### 4. PROGRAMMING TABLE

Budget line 15 04 77 12 — Preparatory action — Europe for Festivals, Festivals for Europe (EFFE)

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>350,000</b>

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	EFFE - Europe for Festivals, Festivals for Europe	350,000	FPA	1	350,000	80%	Oct-18
	<b>TOTAL</b>	<b>350,000</b>					

(\*) WPI: Work Programme Index  
 FPA: Framework Partnership Agreement  
 N/A.: Not Applicable

**2018 Annual work programme for the implementation of the Pilot Project — Fight against illicit trafficking in cultural objects**

<b>Budget line</b>	15 04 77 13
<b>Legal basis:</b>	Pilot project within the meaning of Article 54(2)(a) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## **1. BACKGROUND**

In 2017, the Commission started the implementation of the 2017 Pilot Project “Fight against illicit trafficking in cultural goods” (hereinafter: "first phase of the Pilot Project"). The key objective of the first phase of the Pilot Project is to protect cultural heritage in danger by devising a coordinated approach for combating the illegal trade in cultural goods. The specific objectives of the project are threefold:

- 1) to provide research-based analysis of illicit trafficking of cultural objects,
- 2) to promote the use of new technologies for the protection of cultural heritage against looting and trafficking;
- 3) to prepare and carry out training activities for relevant professional groups and awareness raising campaign for the general public.

These three specific objectives of the first phase of the Pilot Project are implemented through two strands: Objectives 1 and 2 through the study on improving knowledge about illicit trade in cultural goods in the EU, and new technologies available to combat it (hereinafter: "the study"); (ii) Objective 3 through a project implemented by UNESCO under a PAGODA agreement (*Pillar assessed grant and delegation agreement*).

The Pilot Project has been prolonged by 12 months. The present 2018 Work Plan provides basis for the second phase of the Pilot Project (hereinafter: "second phase").

## **2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

Since the study has been contracted and there is no possibility to extend its scope after the tendering procedure has been carried out, it is proposed to focus the second phase on the specific objective 3 – training activities for relevant professional groups and awareness raising activities.

The objectives of the action carried out under second phase are therefore:

- a) to increase the capacities of the professionals involved in combatting illicit trade in cultural goods and encourage cross-border cooperation on that matter;
- b) to raise awareness on the implication of illicit trade in cultural goods, in particular amongst the art market professionals.

## Expected results

The scope of the current project with UNESCO - training activities for relevant professional groups and awareness raising campaigns - should be extended as follows:

- 1) training modules prepared under the first phase of the Pilot Project should be translated into several working languages of the EU to ensure the widest possible outreach;
- 2) trainings should be provided to a highest number of professionals from the EU Member States than foreseen in the first phase of the Pilot Project;
- 3) to the extent that similar activities are not covered by another project financed by the EU, relevant professionals from the Neighbourhood countries, in particular Western Balkans, should also be eligible to receive trainings.

### **3. IMPLEMENTATION**

The pilot project will be implemented through a PAGODA agreement. UNESCO is considered to be the only body technically competent due to its unique expertise to carry out the activities above (Article 190(1)(f) RAP).

#### Award criteria

The proposal submitted by UNESCO for the implementation of the action will be assessed the following award criteria:

- **relevance of the project (criterion 1):** The extent to which the proposal contributes to the objectives of the action referred above.
- **quality (criterion 2):** The quality of the overall design of the activities proposed and methodology for achieving the objectives;
- **management of the project (criterion 3):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

Total estimated budget: EUR 750,000. The maximum Commission co-financing rate will be 95%.

### **4. PROGRAMMING TABLE**

Budget line 15 04 77 13 — Pilot project — Fight against illicit trafficking in cultural objects

2018 Commitment appropriations (amounts in EUR)
EU-28
750,000

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	Fight against illicit trafficking in cultural objects	750,000	INT	1	750,000	95%	Last quarter 2018
	<b>TOTAL</b>	<b>750,000</b>					

(\*) WPI: Work Programme Index

INT: Grant in cooperation with international organisation

PP: Public procurement

N/A.: Not Applicable

**Pilot project — Protecting the Jewish cemeteries of Europe: A full mapping process with research and monitoring and individual costed proposals for protection**

**Budget line**

15 04 77 16

**Legal basis:**

Pilot project within the meaning of Article 54(2)(a) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## 1. BACKGROUND

Before World War II, more than seven million Jews lived in Central and Eastern Europe. Jews had been living there for centuries. Records show thousands of towns and villages with Jewish populations, which is also attested to by the establishment and use of independent burial sites owned by Jewish communities. Eighty years on, traces of many of these cemeteries have been lost, or they lie overgrown and unprotected, as a result of the annihilation of their communities in the Holocaust. Nowadays, the historical data available in the EU and its neighbouring countries on the Jewish is not comprehensive, while preservation of the Jewish cemeteries constitutes a challenge for Jewish community representatives, heritage organisations, NGOs, local and national authorities, grassroots activists as well as descendants.

At the same time, we are also in the process of observing a clear momentum for cultural heritage as a strategic resource for a sustainable and peaceful Europe - EU Council's Conclusions of May 2014<sup>5</sup>, the Commission Communication of July 2014<sup>6</sup> and Council Conclusions of November 2014 on participatory governance of cultural heritage<sup>7</sup> have all emphasized that cultural heritage plays an important role when it comes to creating and enhancing social capital due to its capacity to promote diversity and intercultural dialogue, contribute to the stronger sense of belonging and respect between peoples.

Finally, the European Year of Cultural Heritage taking place in 2018, the EU-wide initiative aimed at encouraging more people to discover and engage with Europe's diverse cultural assets, will constitute an important moment for a structured reflection about heritage preservation and participatory manner of making decisions about our shared heritage and history.

## 2. OBJECTIVES AND MAIN FEATURES OF THE ACTION

The objective of the pilot project is to conduct a broad sample survey (hereafter referred to as "mapping") of at least 1500 Jewish cemeteries in European countries, each of which presents a unique challenge with regard to the current state of Jewish cemeteries. The target countries for the project shall be the EU Member States Greece, Slovakia and Lithuania and the neighbourhood countries of Ukraine and Moldova, however, the applicants are invited to also include other European Union and/or European Neighbourhood Policy (ENP) countries<sup>8</sup> on condition that a convincing rationale for the suggested additional choices is provided.

<sup>5</sup> [http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1513692070514&uri=CELEX:52014XG0614\(08\)](http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1513692070514&uri=CELEX:52014XG0614(08))

<sup>6</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2014:477:FIN>

<sup>7</sup> [http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52014XG1223\(01\)](http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52014XG1223(01))

<sup>8</sup> [https://eeas.europa.eu/topics/european-neighbourhood-policy-enp\\_en?page=1](https://eeas.europa.eu/topics/european-neighbourhood-policy-enp_en?page=1)

Furthermore, in addition to creating a mapping, the pilot project shall recognize successful examples ("good practices") of Jewish burial sites' restorations and preservations carried out in the identified cemeteries (see the expected results for more information).

The action should also identify specific opportunities for cross-fertilisation and stronger interactions between various stakeholders interested in the preservation of Jewish burial sites, the representatives of broadly understood cultural and creative sectors<sup>9</sup>, and local communities. The action shall for example examine how Jewish burial sites can liaise with local or regional education institutions or youth projects to re-involve youths with their community and encourage them to engage with the past and develop the feeling of ownership for Europe's diverse cultural heritage and traditions.

The action should contribute to the objectives of the European Year of Cultural Heritage through dissemination and awareness raising of European value of heritage and cultural diversity of Europe. It will be an opportunity to highlight the importance of education, training and innovation for the maintenance and support of cultural heritage. It will also tap on issues regarding the transmission of knowledge of cultural heritage to the younger generations, the acquisition of heritage-related skills (e.g. heritage restoration skills) by the new generation, as well as the participatory governance for cultural heritage among public and private actors.

Finally, the activity could also flag the way to future specific interventions using local, national and European Union resources (e.g. European Structural and Investment Funds) for heritage-related activities. Should specific cases of existing EU-funded restorations or related activities (e.g. educational) be identified, they shall be flagged specifically in the mapping and giving separate consideration.

#### Expected results:

More specifically, it is expected that the selected organisation/consortium will:

(a) produce a mapping which will include:

- list of identified Jewish burial sites in the countries specified above, with relevant accompanying factual and visual reference to be defined by the applicant (location, photographic documentation, relevant historical data, etc.); furthermore, each identified burial site shall be accompanied by relevant historical facts (e.g. information about the previously existing Jewish communities nearby) that could be important for identifying possible synergies (future educational activities, involvement of local communities, tourism, etc.);
- list of identified "good practices" of Jewish burial sites' restorations and/or preservation-related activities; it is understood that successful examples should consist of cases where not only the restorations works were carried out in an efficient manner, but the scope of the projects and their long-term planning has involved wide range of different stakeholders. The applicants are kindly requested to propose methodology for the identification of such good practices, while focusing on their potential transferability. The applicants are asked to also propose an appropriate manner of presentation of their findings in this regard (e.g. an analytical report, a "toolkit" to be proposed, etc.);

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<sup>9</sup> For the definition of cultural and creative sectors, please kindly refer to the definition used in the Regulation (EU) no 1295/2013 of the European Parliament and of the Council of 11 December 2013 establishing the Creative Europe programme: <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32013R1295>

- proposed models for the involvement of various stakeholders (policy-makers, NGOs, local communities, cultural and creative sectors, etc.), with particular emphasis on young people and educational institutions;
- proposed models for funding of Jewish burial sites' restorations and follow-up activities, with an emphasis on feasibility and transferability of suggested solutions;

(b) communicate the project results:

- The identification and preparation of interactive communication tools where the collected material can be publicised and presented (in paper and/or digital form, incl. websites and/or social media outlets) in order to be used by a range of identified stakeholders (local communities, NGOs, educational institutions, policy-makers, etc.).

(c) contribute to the objectives of the European Year of Cultural Heritage through:

- The production of informative and educational material as well as interactive communication tools (leaflets, brochures, websites, social media materials) on the value of Jewish burial sites for Europe, promoting understanding of European heritage and to be disseminated during the European Year of Cultural Heritage.

### **3. IMPLEMENTATION**

The pilot project will be implemented through a call for proposals to be published in the first half of 2018. The grant agreements will be signed in the last quarter 2018.

#### Eligible applicants

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- be a public or private organisation with legal personality (natural persons are not eligible to apply for a grant under this call);
- be a single entity active in the cultural heritage sector or a consortium of which most of its members should be active in the cultural heritage sector;
- have their registered legal office in one of the beneficiary European countries under the Creative Europe programme.

The types of activities eligible under this call for proposals are:

- physical surveys, study-visits, meetings and workshops,
- peer learning, training and skills development activities,
- communication activities,
- actions aiming at exchanges of good practices, guidelines, manuals,
- actions aimed at involving stakeholders, young people, and educational institutions.

#### Selection criteria

- Applicant will be assessed against the following selection criteria:

- applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out and to participate in its funding;

- applicants must have the professional competencies and the qualifications necessary to complete the proposed action.

In particular, they should possess the following capacities:

- proven experience in the field of cultural heritage preservation and valorization, in particular as concerns Jewish cultural heritage;
- good understanding of the specificities and needs of Jewish cultural heritage, in particular concerning Jewish burial sites, as well as knowledge of other topics covered in this pilot project;
- proven experience in transnational projects at European level.

### Award criteria

Eligible applications/projects will be assessed on the basis of the following criteria:

- **relevance (0-40 points)**  
The extent to which the proposal addresses the priorities of the action and contributes to attain its planned activities and objectives;
- **geographical and actors outreach (0-30 points)**  
The extent to which the proposed action is able to achieve a geographical and balance and coverage across the countries targeted by the pilot project;
- **quality of activities (0-15 points)**  
The quality of the activities proposed, methodology to achieve the objectives, the quality of learning activities and proposals for sustainability of the interventions;
- **management of the project (0-15 points)**  
The quality of the proposal regarding the capability to organize, coordinate and implement the various aspects of the proposed activities.

The budget allocated to this action amounts to maximum EUR 800.000 and the maximum EU co-financing rate will be 90%.

## 4. PROGRAMMING TABLE

Budget line 15 04 77 16 — Pilot project — Protecting the Jewish cemeteries of Europe: A full mapping process with research and monitoring and individual costed proposals for protection

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>800,000</b>

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	Protecting the Jewish cemeteries of Europe	800,000	CFP	1	800,000	90%	second quarter 2018
	<b>TOTAL</b>	<b>800,000</b>					

(\*) WPI: Work Programme Index

CFP: grants awarded with a call for proposals

**2018 Annual work programme for the implementation of the Preparatory action — Preparatory action — European Houses of Culture**

<b>Budget line</b>	15 04 77 17
<b>Legal basis:</b>	Preparatory action within the meaning of Article 54(2) (b) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## 1. BACKGROUND

The Joint Communication of the European Commission and the High Representative of the Union for Foreign Affairs and Security Policy "Towards an EU Strategy on International Cultural Relations" of 8 June 2016 (JOIN/2016/029 final) called for enhanced cooperation with EU national Cultural Institutes and outlined the concept of European Houses of Culture as one of the tools to enhance EU cooperation in the area of cultural external relations. Such Houses would be based on a partnership between the EU and partner countries and "would enable cultural institutes and other stakeholders to come together and provide services to the local population, engage in joint projects and offer scholarships, cultural and educational exchanges".

The 2016 European Parliament study on "European Cultural Institutes abroad"<sup>10</sup> describes the many benefits of closer cooperation of national cultural institutes abroad, including through Houses of Culture.

On 16 May 2017 the EEAS, the Commission and the organisation of EU National Institutes for Culture (EUNIC), agreed an administrative arrangement<sup>11</sup> outlining the joint principles, values and objectives underpinning their cooperation as well as priority areas based on the Joint Communication and practical arrangements.

The Council Conclusions of 23 May 2017 on "An EU strategic approach to international cultural relations" also invited the Member States, the Commission and the EEAS to consider pilot projects in third countries, to test forms of collaboration including joint actions and creative cross-sectoral partnerships, involving local cultural actors, national cultural institutes, EUNIC clusters and EU delegations.

This preparatory action aims to test initial experiences with European Houses of Culture and analyse their potential in helping Member States to work together with EU Delegations in third countries in delivering the EU strategy on international cultural relations.

The project will be developed over two years, in order to allow sufficient time to test new models of Houses of Culture and assess the results with a view to further recommendations.

<sup>10</sup> [http://www.europarl.europa.eu/RegData/etudes/STUD/2016/563418/IPOL\\_STU\(2016\)563418\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2016/563418/IPOL_STU(2016)563418_EN.pdf)

<sup>11</sup> [https://eeas.europa.eu/sites/eeas/files/2017-05-16\\_admin\\_arrangement\\_eunic.pdf](https://eeas.europa.eu/sites/eeas/files/2017-05-16_admin_arrangement_eunic.pdf)

## 2. OBJECTIVES AND MAIN FEATURES OF THE ACTION

The concept of European Houses of Culture is one of the tools for enhanced EU cooperation in the area of external cultural relations. Such Houses should provide spaces, physical and/or virtual, within which EU institutions, national cultural institutes and other stakeholders can pool their resources together. Nevertheless, the role, function and specific objectives of these institutions are still to be defined.

This project aims to outline how such institutions could best contribute to the implementation of the EU strategy on international cultural relations, through better cooperation between national institutes (achieving economies of scale among EU Member States), EU Delegations and the third countries in question. It should look at how such Houses could best promote EU visibility in third countries, increase people-to-people contacts, and reach more widely local stakeholders.

This preparatory action should firstly explore the current functioning and use of existing permanent or temporary structures, either physical or digital, in third countries. It will test and demonstrate various existing models to evaluate their effectiveness and potential. It will involve all stakeholders, in particular local stakeholders, through workshops and other means (taking a bottom up, people to people approach).

In a second phase, the project should design possible/alternative models that would best contribute to increasing collaboration at European level and to the implementation of the new EU strategic approach to international cultural relations.

Greater collaboration among cultural institutes, EU Delegations and member states would contribute to more opportunities to develop trusted and credible partnerships with civil society, gradual alignment with the EU strategy for cultural diplomacy, as well as with EU geographic and thematic priorities.

Such models could include different formats, such as permanent structures, pop-up formats, festival pavilions or purely digital tools.

### Expected results

- Test the viability of the concept of European Houses of Culture – whether these can deliver the purpose outlined above.
- Identification of model(s) of Houses of Culture, which may differ according to the country.
- Measurement of the extent to which the European Houses of culture achieve their purpose: 1/ to enhance cooperation at EU level, between EU Member States and EU institutions; 2/ to deliver the EU strategy on international cultural relations, including the EU geographic and thematic priorities, 3/ to increase visibility of the EU.
- Identification of potential risks.

## 3. IMPLEMENTATION

The preparatory action will be implemented through a joint project with EUNIC. The grant will be awarded to EUNIC on the basis of Article 190(1)(f) RAP due to its unique expertise and network of all the EU national cultural institutes present in over 100 countries worldwide.

### Award criteria

The proposal submitted by EUNIC will be assessed against the following award criteria:

- **relevance of the project (criterion 1):** The extent to which the proposal contributes to the objectives of the action referred above;

- **quality (criterion 2):** The quality of the overall design of the activities proposed and methodology for achieving the objectives;

- **management of the project (criterion 3):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

Total estimated budget: EUR 750,000. The maximum EU co-financing rate will be 90%.

#### 4. PROGRAMMING TABLE

Budget line 15 04 77 17 — Preparatory action — European Houses of Culture

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>750,000</b>

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	European Houses of Culture	750,000	MON	1	750,000	90%	Third quarter 2018
	<b>TOTAL</b>	<b>750,000</b>					

(\*) **WPI: Work Programme Index**

MON: Grants awarded to bodies in a monopoly situation (art.190.1)

**2018 Annual work programme for the implementation of the Preparatory action — Preparatory action — Music Moves Europe: Boosting European music diversity and talent**

**Budget line**

15 04 77 18

**Legal basis:**

Preparatory action within the meaning of Article 54(2) (b) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

**1. BACKGROUND**

Based on small and medium businesses with a strong potential for growth and job creation, the music sector has been strongly influenced by the digital shift: new distribution channels, powerful digital players, innovative start-ups, business models and consumption patterns have emerged. Music is also a powerful tool for cultural diversity, social inclusion and soft power diplomacy.

The music industry is changing and finds itself at the forefront of an uncharted territory, most certainly paving the way for the other content industries. The unstable music industry ecosystem calls for an increasing need to mobilise the sector as well as the policy makers to face the new challenges and explore the related new opportunities. As actions and policy initiatives at national level often prove neither sufficient nor suitable to encompass the global nature of the industry and of the consumption schemes, there is a need and a demand for an EU intervention to support Europe's key assets in the music field: creativity, diversity and competitiveness in a context of globalisation. This Preparatory action should take into account the results from the recent EU-level dialogue with music stakeholders on addressing the sector's specific needs in the short and medium-term.

**2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

The Preparatory action aims at testing suitable actions with a view to a possible future fully-fledged funding scheme for music within the next generation of EU programmes, which could support European diversity and talent, the competitiveness of the sector as well as increased access of citizens to music in all its diversity.

The Preparatory action is designed to meet four specific objectives:

- a) to develop a better understanding of the market trends and to propose sustainable mechanisms on how to monitor them, as well as to identify funding needs of the music sector,
- b) to identify innovative and sustainable distribution models that would support European music diversity (promoting the circulation of local repertoire beyond mainstream international hits),
- c) to promote the cross-border mobility of artists through implementing different cross-sectorial training schemes which are bridging industry silos and addressing the most relevant gaps in knowledge of the sector,
- d) to develop a strategic approach for the promotion of European music on the international market.

## Expected results

The Preparatory action is expected to deliver the following results:

- a) a feasibility study for the establishment of a *European Music Observatory*, including a gap analysis of funding needs for the music sector,
- b) identification of existing innovative ways of *distributing local music repertoire from across Europe*,
- c) proposal for a *European Music Leaders* training programme for young professionals and artists in the music sector, based on the lessons learnt from 7-10 implemented pilot trainings,
- d) a proposal for a future *European Music Export Strategy*.

### **3. IMPLEMENTATION**

The Preparatory action will be implemented through the following four distinct activities:

- 1) Preparation of a feasibility study for the establishment of a European Music Observatory, and of a trend analysis for the music sector, including a gap analysis of funding needs, as well as a stakeholders' mapping. This activity will be implemented through a call for tenders to be published in the first half of 2018. The service contract will be signed in 2018. It is estimated to sign one contract.
- 2) A call for proposals for the identification of existing innovative methods promoting the distribution and circulation of European music in all its diversity. The call will be published in the first half of 2018 and the selection will be made by the end of 2018.

#### Eligible applicants

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- be a public or private organisation with legal personality (natural persons are not eligible to apply for a grant under this call);
- be a single entity active in the music sector or a consortium of which most of its members should be active in the music sector;
- have their registered legal office in one of the European countries which are eligible under the Creative Europe programme;

#### Selection criteria

Applicant will be assessed against the following selection criteria:

- Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out and to participate in its funding.
- Applicants must have the professional competencies necessary to complete the proposed action. In particular, they should demonstrate:
  - proven track records of music distribution and circulation of European music;
  - good understanding of key challenges to address the lack of diversity;
  - good understanding of technological innovation relevant for the music sector;

- organisational and logistical capacity for pilot delivery within the requested timescale;

#### Award criteria

Points will be allocated to eligible applications out of a total of 100 on the basis of the following weighting:

- **relevance of the project (criterion 1) (maximum 40 points):** The extent to which the proposal contributes to the objectives and priorities of the action referred above. The project will also be assessed in terms of its expected impact at European level (transnational impact);

- **quality (criterion 2) (maximum 40 points):** The quality of the overall design of the activities proposed and methodology for achieving the objectives, including cost efficiency, sustainability of the proposed actions (the extent to which the actions will be carried out also after the end of the project) and budget proposal;

- **management of the project (criterion 3) (maximum 20 points):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

Estimated budget of the call for proposals: EUR 300,000. The maximum EU co-financing rate will be 90%.

3) Elaboration and implementation of 7-10 training programmes for young professionals and artists in the music sector. This activity will be implemented through an open call for proposals. The call will be published in the first half of 2018 and the selection will be made by the end of 2018.

#### Eligible applicants

In order to be eligible, projects must be presented by applicants meeting the following criteria:

- be a public or private organisation with legal personality (natural persons are not eligible to apply for a grant under this call);
- have their registered legal office in one of the European countries eligible under the Creative Europe programme.
- be an established training/education provider demonstrating relevant music sector expertise; or training/education/music sector partnerships demonstrating relevant specialist knowledge and sound methodologies.

Music organisations working with sectoral peers may be acceptable for placement or exchange proposals.

#### Selection criteria

Applicant will be assessed against the following selection criteria:

- Applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out and to participate in its funding.
- Applicants must have the professional competencies and the qualifications necessary to complete the proposed action. In particular, they should demonstrate :

- strong educational/training methodologies and track records;
- established cultural/music sector relationships and good understanding of key issues facing young music professionals Europe-wide;
- organisational and logistical capacity for pilot delivery within the requested timescale, including effective recruitment;

### Award criteria

Points will be allocated to eligible applications out of a total of 100 on the basis of the following weighting:

**- relevance of the project (criterion 1) (maximum 40 points):** The extent to which the proposal contributes to the objectives and priorities of the action referred above. The project will also be assessed in terms of its relevance to international careers and expected impact at European level (transnational impact);

**- quality (criterion 2) (maximum 40 points):** The quality of the overall design of the activities proposed and methodology for achieving the objectives, including cost efficiency, sustainability of the proposed actions (the extent to which the actions will be carried out also after the end of the project) and budget proposal;

**- management of the project (criterion 3) (maximum 20 points):** The extent to which the applicant demonstrates its ability to organise, coordinate and implement the various aspects of the proposed activities.

Estimated budget of the call for proposals: EUR 550,000. The maximum EU co-financing rate will be 80%.

4) Preparation of a policy document based on stakeholder consultation, including a conference, for a strategy on European music export on the international market. This activity will be implemented through a call for tenders to be published in the first half of 2018. The service contract will be signed in 2019. It is estimated to sign one contract.

## 4. PROGRAMMING TABLE

Budget line 15 04 77 18 — Preparatory action — Music Moves Europe: Boosting European music diversity and talent

2018 Commitment appropriations (amounts in EUR)	
<b>EU-28</b>	
<b>1.500.000</b>	

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	Feasibility study "European Music observatory"	350.000	PP	1	350.000	N/A	2Q 2018/4Q 2018
1.20	Online and Offline distribution	300.000	CFP	10	30.000	90%	2Q 2018/4Q 2018
1.30	European Music Leaders training programme	550.000	CFP	10	55.000	80%	2Q 2018/4Q 2018
1.40	European Music Export Strategy	300.000	PP	1	300.000	N/A	2Q 2018/4Q 2018
	<b>TOTAL</b>	<b>1.500.000</b>					

(\*) WPI: Work Programme Index

PP: procurement procedure

CFP: Grants awarded with a call for proposals

N/A: Not Applicable

<b>2018 Annual work programme for the implementation of the Pilot Project — Finance, Learning, Innovation and Patenting for Cultural and Creative Industries (FLIP for CCIs)</b>	
<b>Budget line</b>	15 04 77 19
<b>Legal basis:</b>	Pilot project within the meaning of Article 54(2)(a) of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298, 26.10.2012, p. 1).

## 1. BACKGROUND

Cultural diversity and identification of the proper cultural mix are of strategic importance for creativity and innovation. The cultural and creative industries (CCIs) in Europe employ more than 12 million workers, or 7.5% of the European workforce. As a result, they create about EUR 509 billion in added value, in particular through the contribution made by small and micro enterprises. CCIs represent a driving force generating a competitive advantage for Europe, especially since they provide products and services that promote evolution of the production paradigms of Industry 4.0.

The **crossover** between the cultural and creative sectors and other sectors is of crucial importance to achieve this. As specified by the 2015 Council conclusion, they are "a process of combining knowledge and skills specific to the cultural and creative sector together with those of other sectors in order to generate innovative and intelligent solutions for today's societal challenges".

The importance of Cultural and Creative Industries has been acknowledged in different policy documents as well as by the European Parliament Resolution on a coherent EU policy for cultural and creative industries of December 2016. The Parliament Resolution on **CCIs** stresses the importance of cultural and creative industries (CCIs) in the economy and job creation, in promoting and preserving cultural diversity, strengthening social cohesion and increasing Europe's attractiveness internationally. The CCIs play a key role in reindustrialising Europe and trigger innovation spill-overs in many other sectors, from manufacturing to education or social inclusion.

Also in the recent European Parliament resolution of 14 September 2017 on a **new skills agenda for Europe** (2017/2002(INI)), cultural and creative industries are explicitly mentioned as contributing to social well-being, innovation, employment and as stimulating the EU's economic development. The resolution also recalls that the creative industries are among the most entrepreneurial and fast growing sectors, and creative education develops transferable skills such as creative thinking, problem-solving, teamwork, and resourcefulness. It acknowledges that arts and media sectors are of particular appeal to young people and points out that entrepreneurship requires the development of transversal skills such as creativity, critical thinking, teamwork and a sense of initiative, which contribute to young people's personal and professional development and facilitate their transition into the job market. It furthermore believes that there is a need to facilitate and encourage participation by entrepreneurs in the educational process. It draws attention to the fact that in today's society, ensuring basic digital skills is an essential prerequisite for personal and professional fulfilment, but is of the opinion that further efforts are needed in equipping people with more

specific digital competences in order to be able to use digital technologies in an innovative and creative way and reiterates that the set of digital skills must include digital and media literacy, as well as critical and creative thinking, in order for learners to become not only users of technologies but active creators, innovators and responsible citizens in a digitised world.

Also the new **OMC Report** on *"the role of public policies in developing entrepreneurial and innovation potential of the cultural and creative sectors"* is also relevant in this context. This cross-sectoral group consisting of the Ministries of Economics and the Ministries of Culture of Member States also highlighted the importance of CCIs skills development and related issues: It states that there is a strong need for a greater openness towards a broad and more inclusive meaning of innovation – beyond its technological aspects - that highlights the role of culture and creativity in its process. This would also empower professionals in the cultural and creative sectors with the necessary mix of required skills, provided through specifically designed capacity building programmes.

## **2. OBJECTIVES AND MAIN FEATURES OF THE ACTION**

This pilot project will define and test policies and actions for sustaining and developing cultural and creative industries and aims at generating cross-sectoral benefits and spill-overs in the different areas and sectors CCIs interface with.

The pilot project focuses on the following four areas:

### ***1. A new skill classification model for CCIs***

Nowadays' skill sets used by Cultural and Creative Industries often do not fit into existing boxes and tradition descriptions of skills. The model for recognising skills used in European training systems thus needs to be reviewed and updated to better reflect the organisational models of CCIs and their specific characteristics. CCIs are usually organised in a less hierarchical way, have a broader tolerance for risk, a different time-management approach and strong inter-disciplinary interchange and are quite different from traditional manufacturing paradigms. A new model for analysing and identifying skills focussing on the STEAM areas (Science, Technology, Engineering/Environment, Arts, Manufacturing) should be used in order to identify and define skills of CCI professionals and required job profiles.

The following activities should be carried out:

- selecting a sample of 'best practice' CCIs to be involved in the enquiry to formulate a skill classification model that best reflects their special nature. The sample of CCIs selected should cover a wide range of sectors (such as historical and artistic heritage, content industries like music, film, books etc., IT-focussed content industries such as video-games, other cultural sectors including visual arts, as well as wider CCI-relevant sectors such as design, fashion, or food). The CCIs selected should have a wide geographical range and cover different national and regional dimensions of the EU;
- developing a model for recognising skills;
- testing the model with a larger number of CCIs;
- releasing the model for codifying skills and associating them with professional figures in the light of the European framework on skills.

### ***2. CCI-skills and traditional education and skills development systems***

Centuries of craftsmen's traditions across Europe show the value of spending time gaining experience from different workshops as an important part of the cultural and practical training of an aspirant master in creative artisanship. While the German "*Wandergeselle*" or the French "*compagnon*" of the past were self-organised forms of learning, they highlight the need for a structured and common European approach to identify and transfer the elusive skills of CCIs.

The development of creative and cultural skills is thus often the result of an unstructured process and the development of strategic skills for CCIs is often left to chance, individual initiative, improvisation and informal processes. Vice-versa, the traditional education and training systems often fail to make use of the skills that CCIs possess in terms of knowledge necessary for the era of the collaborative economy/ Industry 4.0. or skills such as 3D-printing and content development, design and creative marketing in order to better prepare people for the needs of today's and tomorrow's job market.

Based upon the new CCIs skill classification model developed under action 1 of the pilot project, guidelines for training programmes aimed at developing CCI skills should be developed. These guidelines should inscribe themselves into the specific nature of the national and regional education systems from primary training to tertiary education, as well as non-formal education and retraining, including programmes targeted at social inclusion and unemployment. This should help to promote skill-based learning, going beyond a rigid system of disciplines and favouring a holistic and multi-disciplinary approach.

In addition to the guidelines, the pilot project should identify good practice and incentives targeted at improving the capability of the traditional education system to work together with CCIs and promote innovative training models through learning laboratories and creative hubs. The pilot project should also use existing structures such as the European network of Creative hubs in order to prototype and test some solutions in practice (f.ex. through the peer-to-peer exchange programme, workshops etc.).

### ***3. Recognition of intangibles for CCI loans***

Access to finance is a major challenge for CCIs. For obtaining bank loans, unlike companies operating in the technological sectors, CCIs find it hard to obtain recognition of the value of their intangible assets on their balance sheets, and their investments in the development of new talent and creative ideas are not reflected in the traditional R&D framework.

In order to increase CCIs access to lending, the pilot project will define guidelines to improve CCIs' capability to better communicate financial values associated with intangible assets and formulate recommendations. The guidelines will take into account the work already undertaken by the capacity-building facility of the Creative Europe Guarantee Facility, working closely to best complement the efforts already undertaken. The guidelines should also look at existing instruments in European Countries (e.g. Bancopass in Italy), which are already being used by CCIs in their bank loan requests. Synergies with other existing CCI bank guarantee systems should also be explored (in addition to the Creative Europe Guarantee Facility, also EFSI and other financing mechanisms open to CCIs).

### ***4. Valuing and defending intellectual property produced by CCIs***

Companies that protect their intellectual activities are 22% more productive (for the same territory, sector and size), with revenue growth being 2% higher than the sample average. Specifically, companies that filed a patent in 2011-2013 have a 6.5% higher percentage of exports to total revenue, for the same territory, size and sector.

Due to organisational limits of CCIs and the high costs of registering international patents, CCIs are very often not the financial beneficiaries of their own innovations. The pilot project

will carry out an analysis of obstacles and practice of CCIs in terms of patenting and come up with recommendations.

#### Expected results:

- Strengthened trans-national and cross-sectoral cooperation within the cultural and creative industries and formal and non-formal learning and skills development systems
- Enhanced exchanges of experience, learning, skills development and practical testing and cooperation opportunities
- Good practice examples to improve CCI skills and making use of CCI skills with respect to new skills development
- Recommendations for further policy making

### **3. IMPLEMENTATION**

The pilot project will be implemented by DG EAC through a call for proposals to be published in the first half of 2018. The grant agreement will be signed in the second half of 2018. The duration of the project shall be 28 months.

#### Eligible applicants

To be eligible applicants must:

- be a public or private organisation with legal personality (natural persons are not eligible to apply for a grant under this call);
- be a single entity active in the cultural and creative sectors or a consortium of which most of its members should be active in the cultural and creative sectors;
- have their registered legal office in one of the beneficiary European countries under the Creative Europe programme.

The types of activities eligible under this call for proposals are:

- workshops, seminars, study-visits, meetings
- exchange programmes, peer learning
- training and skills development activities
- development of a web page, communication activities
- actions aiming at exchanges of good practices, guidelines, recommendations, manuals, reports

## Selection criteria

Applicant will be assessed against the following selection criteria:

- applicants must have stable and sufficient sources of funding to maintain their activity throughout the period during which the action is being carried out and to participate in its funding;
- applicants must have the professional competencies and the qualifications necessary to complete the proposed action.

In particular, they should possess the following capacities:

- proven experience in the cultural and creative sectors;
- good understanding of creative sectors' specificities and needs, as well as knowledge of the topics covered in this pilot project;
- ability to communicate easily in several languages of the different countries and regions participating in the Creative Europe programme;
- proven experience in transnational projects at European level.

## Award criteria

Eligible applications/projects will be assessed on the basis of the following criteria:

- **relevance (0-40 points)**

The extent to which the proposal addresses the priorities of the action and contributes to attain its planned activities and objectives;

- **geographical and actors outreach (0-30 points)**

The extent to which the proposed action is able to achieve an optimal geographical and sectorial balance and coverage across countries participating in the Creative Europe programme;

- **quality of activities (0-15 points)**

The quality of the activities proposed, methodology to achieve the objectives, the quality of policy learning activities and sustainability;

- **management of the project (0-15 points)**

The quality of the proposal regarding the capability to organize, coordinate and implement the various aspects of the proposed activities.

The budget allocated to this action amounts to maximum EUR 1,000.000 and the maximum EU co-financing rate will be 80%.

#### 4. PROGRAMMING TABLE

Budget line 15 04 77 19 — Pilot project — Finance, Learning, Innovation and Patenting for Cultural and Creative Industries (FLIP for CCI)

<b>2018 Commitment appropriations</b> (amounts in EUR)
<b>EU-28</b>
<b>1,000,000</b>

WPI (*)	Actions	Budget	Mode of implementation	Indicative/planned number of interventions	Average contribution/intervention	Maximum rate of cofinancing of eligible costs	Publication of the call/ Signature of contract
1.10	FLIP for CCI	1,000,000	CFP	1	1,000,000	80%	Second quarter /Fourth Quarter 2018
	<b>TOTAL</b>	<b>1,000,000</b>					

(\*) WPI: Work Programme Index

CFP: Grants awarded with a call for proposals