



**FREE
WEBINAR**

EU FUNDING FOR CREATIVES

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Erasmus+

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AN INTRODUCTION

This **free webinar** will be of interest to creative organisations who want to find out more about EU funding opportunities. It will give an overview to key EU programmes and allow you to explore specific funding strands in more detail:

LEARN ABOUT

- Top Tips in Making a Funding Application
- Creative Europe
 - EU Lifelong Learning Programmes
- Crowd funding platforms specialising in creative sector



Note the information is correct as of January 2017 and the authors can accept no responsibility for the information. provided.

Interestingly, the EU describes the sector as the **Cultural and Creative Industries** (CCIs) and have recognised that they remain undervalued and unrecognised, especially in terms of their ability to access start-up capital and financing.

What are the EU doing ?

The Commission's priorities in the field of CCI's include:

- Responding to [changing skills needs](#) by promoting innovation in education;
- Supporting [the mobility of artists](#) ;
- Coordinating with Member States to [reform regulatory environments](#) ;
- Developing policies and initiatives to [promote market access for and investment in CCI's](#) .

These are complemented through a variety of [actions and initiatives](#), as well as the [Creative Europe Programme](#), and [funding from other Commission sources](#)

Top Tips in Making an EU Funding Application

Like making a cake, it depends on ingredients (you, your partners and your project) and following the recipe !



Top Tips for Success in Writing a Grant Application

FORGET ABOUT THE MONEY! (AT LEAST INITIALLY...) & DEFINE YOUR PROJECT

The primary concern of funders is that your project is well planned and that it will truly make a difference. In making an effective application important questions to start with include:

Clarity of what are you trying to achieve?

- Internationalisation of artists' /creatives careers
- Give young people the chance to study overseas in an artistic capacity
- Transfer of skills, competences and know-how among peers
- Collect and promote good practices as well as new business and management models.

Top Tips for Success in Writing a Grant Application

RESEARCH AND ABSORB

It is essential that you address how does your project fulfil the funder's aims?'

Link your project to the funder's key criteria and show how your project furthers their aims and objectives. This means that you need to research your funding target thoroughly.

As a very basic minimum you should read the guidelines published by the funder. Consider: the funder's motivation, the format for applying, the level of funding, submission deadlines, eligibility, decision making process.

Top Tips for Success in Writing a Grant Application

Tip

Search out and study applications that have been previously funded – success lists are published on the funder websites. What does their partnership look like, what are their deliverables?

Why?

Up to 50% of applications received by funders do not meet their published criteria and when EU funding success can be less than 20% (1 in 5), this is crucial.

Top Tips for Success in Writing a Grant Application

What are the real and positive differences the funding will make?

REMEMBER – This is competitive, you need to sell your project and your consortium (the other partners involved in your application).

Be creative, challenging and engaging about your idea and its EU impact, this is your opportunity to distinguish yourself from the competition.

Top Tips for Success in Writing a Grant Application

Build you and your partner's credibility and be professional!

One of the primary reasons why applications get funded is that the funders are convinced that the applicant organisation and the project consortium is well organised, has a good track record and is a capable of delivering the programme of work. **TIP** Don't assume that the funder will have any knowledge of your organisation or project. Describe your project truthfully and succinctly

As a creative, you approach the creation of your work with a high degree of professionalism – approach the generation of proposals in the same way.

Top Tips for Success in Writing a Grant Application

- The power of evidence of need. It is not sufficient to say: “we know ... we think...” back it up with relevant research and evidence of need – letters of support, survey etc all help and give vital extra points
- Break down the requirements of the application into bite-sized pieces. Think carefully about presentation; most funders will read many applications and if an application is easy to read and well presented it makes their lives easier. Use of subheadings is really powerful
- Do not over-promise – you will one day have to deliver 😊

Top Tips for Success in Writing a Grant Application

- Write in an interesting way that captures the energy & spirit of your project (journalist style)
- Show that your project is additional – not competing with others
- It always takes a lot longer to put an application for funds together than you think !
- And last but not least, definitely talk to the National Contact Points before you apply

Creative Europe 2014 - 2020

Creative Europe is now the **main funding programme** of the European Commission to **support cultural and creative sector transnational cooperation projects, networks and platforms in Europe.**

Who Can Apply?

Professionals, organisations, businesses and institutions active in the cultural and creative sectors are eligible to apply. The programme targets the needs of the sector, particularly in terms of promoting jobs and growth potential, and will promote cultural and linguistic diversity.

http://ec.europa.eu/programmes/creative-europe/index_en.htm

Creative Europe 2014 - 2020 , a video overview

Creative Europe
'What's in it for me?'



CCIC

creative communities
igniting change

FREE WEBINAR EU FUNDING FOR CREATIVES

Let's focus on **3 strands of the Culture Subprogramme**

i) Creative Europe Networks

In 2014, 23 key European Cultural Networks were selected as key partners and were awarded financial support for their activities for the period 2014-2016.

These networks are experienced, pan-European member-based structures encompassing around 4, 000 organisations across Europe and beyond; they work in a variety of sectors that include music, design, heritage, performing arts and festivals, as well as education, research and policy-related activities.

Let's focus on 3 strands of the Culture Subprogramme

They contribute to the

- internationalisation of artists' careers
- collect and promote good practices as well as new business and management models.
- transfer of skills, competences and know-how among peers.

Let's focus on 3 strands of the Culture Subprogramme

Creative Networks

Check out the directory of creative discipline networks and connect into same
http://eacea.ec.europa.eu/sites/eaceasite/files/cebooklet2016_web.pdf

Get involved.



Creative Europe
Networks

April 2016



Let's focus on 3 strands of the Culture Subprogramme

ii) European cooperation projects

- To support the capacity of the European cultural and creative sectors to **operate transnationally** and internationally.
- To **promote the circulation of cultural and creative works** and the **mobility of cultural and creative players**, in particular of artists, transnationally.
- It also aims to **improve access to European cultural and creative works** and extend their reach to new and **larger audiences**.
- In addition, it **contributes to innovation and creativity** in the field of culture.

Two categories of funding with an annual November deadline

Category 1 – Smaller scale cooperation projects

Involves a minimum of three partners (a project leader and two other partners) from three eligible countries.

Applicants can apply for up to EUR 200,000 which should represent a maximum of 60% of the eligible costs, 40% match funding must be sourced by the project partners.

Category 2 – Larger scale cooperation projects

Involves a minimum of six partners (a project leader and at least five other partners) from six different eligible countries.

Applicants can apply for up to EUR 2million which should represent a maximum of 50% of the eligible costs, 50% match funding must be sourced by the project partners.

Success

In 2016, the success rate for Category 1, small scale projects was just under 13% but do not despair. Successful in 2016..

Project Moving Beyond Inclusion
Applicant CANDOCO DANCE COMPANY UK with 4 other EU partners
Grant award 199.920 €
Learn more <https://www.facebook.com/movingbeyondinclusion/>

Project Platform of European Theater Academies
Applicant STICHTING ZUYD HOGESCHOOL,
The Netherlands with 5 other EU partners
Grant award 200,000 €
Learn more <http://pleta.eu/>

Success

Carefully look through past applications and see how they are structured.

<http://www.creativeeuropeireland.eu/culture/projects/funding-recipients>

In 2016, the success rate for Category 2, large scale projects was 12% with no Irish applications.

Let's focus on 3 strands of the Culture Subprogramme

iii) European Platforms

A 'platform' comprises a coordination entity and a minimum of 10 member organisations which are active in the cultural and creative sectors.

Example eligible activities

- Promotion of artists and creators – especially emerging talent – and their works.
- Development and building new audiences.
- Networking activities: information, animation and communication.



Let's focus on 3 strands of the Culture Subprogramme

- Provide financial support to the members of the platform implementing :
 - Development of a genuine European programming based on a shared artistic and cultural vision;
 - Fostering the mobility and visibility of European creators and artists and the circulation of their works - in particular those lacking international exposure;
 - Increasing the promotion and showcasing of at least 30% of emerging talent from other European countries

Let's focus on 3 strands of the Culture Subprogramme

iii) European Platforms

Maximum grant is 500.000 € or 80% of the total eligible costs, whichever is lower. The financial support to the members of the platforms may not exceed 60.000 € per member organisation and must be related to the eligible platform's member activities.



Let's focus on 3 strands of the Culture Subprogramme

Deadline for the submission of applications

The deadline for submission of applications is **06 April 2017, 12:00 CET/CEST (Midday, Brussels time)**.

Apply via e-form - at

<http://ec.europa.eu/education/participants/portal/desktop/en/home.html>

Creative Europe Desks are your gateway to the EU Creative Europe Programme.

They run:-

- Targeted info days, workshops, seminars
- Latest news alerts

‘Creative Europe Desks can help you develop your project, prepare your funding application and build international partnerships.’

Find your desk

https://eacea.ec.europa.eu/creative-europe/creative-europe-desks_en

Feel daunted? A good starting point is to link into a partnership led by a likeminded organisation.

How? Connect into online 'meeting places' ..

Meeting Place ?



CONNECT WITH THE ARTS

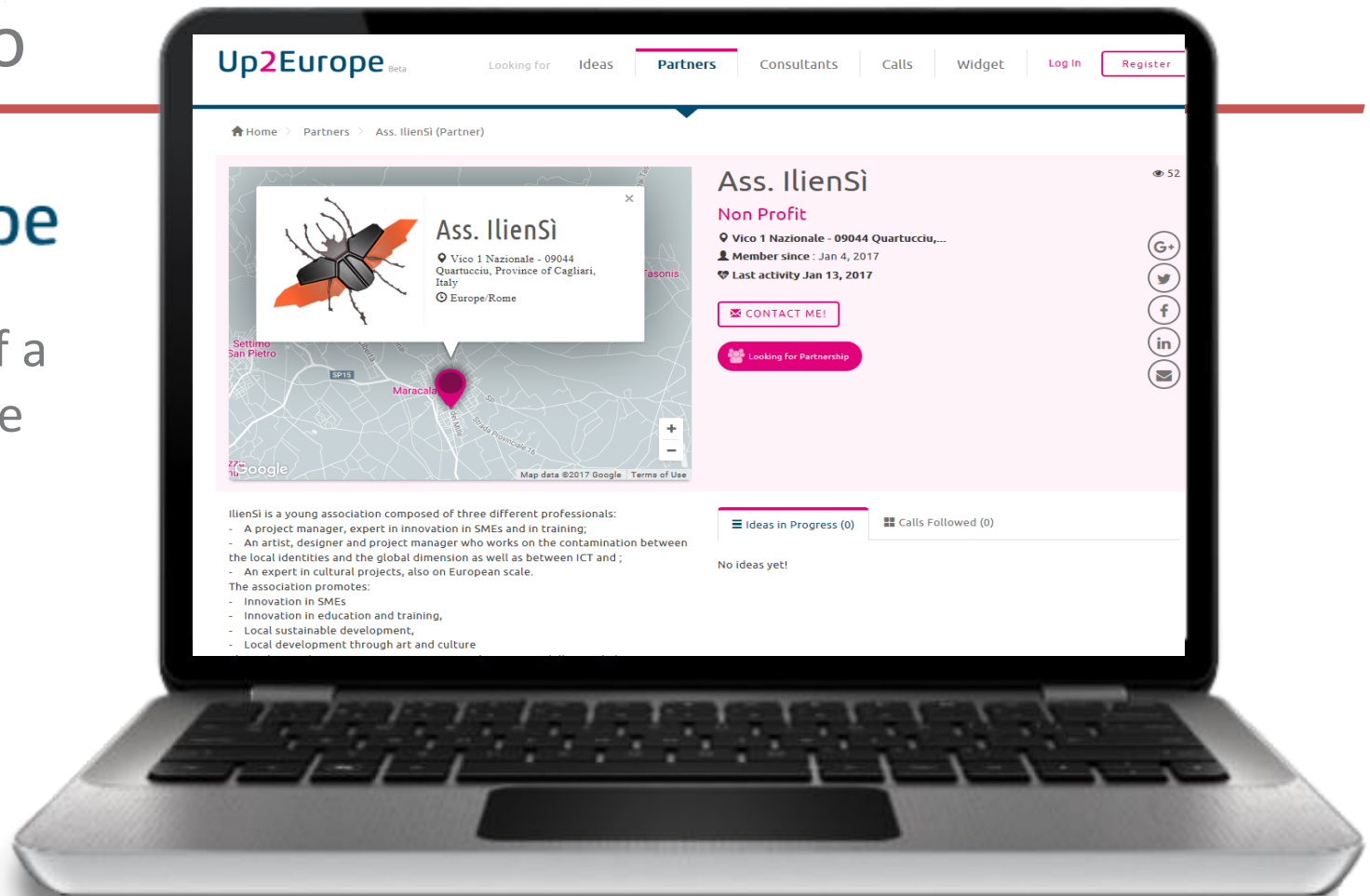
Culture Agora is an easy-to-use, online meeting place for cultural organisations, professionals and many others interested in the arts and the creative sector. Any cultural organisation, big or small, can post its activities (information, videos, audios, streamings), and benefit from cross-sector and international visibility, as well as potential transnational collaborations and cultural mobility .

<http://www.cultureagora.info/en/home>

Sign up to

Up2Europe

An example of a
cross discipline
association



Funding alerts <http://www.up2europe.eu/calls/?up=1>

Sign up to On The Move

On the Move shares regular and one-off opportunities through its website, newsletter and Facebook page

<https://www.facebook.com/onthemove.OTM>

"ON THE MOVE" IS THE CULTURAL MOBILITY
INFORMATION NETWORK
ACTIVE IN EUROPE AND WORLDWIDE



CCIC

creative communities
igniting change

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The MEDIA Strand of the Creative Europe programme supports the EU film and audiovisual industries in the development, distribution and promotion of their work. Maximum value: € 1,000,000

http://eacea.ec.europa.eu/media/index_en.php

Who Can Apply

Organisations, businesses and institutions active in the film and audiovisual industries are eligible to apply. This includes:

- Independent production companies
- Independent audiovisual production companies
- European cinema / theatrical distributors
- European entities - private companies, non-profit organisations, associations, charities, foundations, municipalities or Town Councils



For open calls, also check out http://ec.europa.eu/culture/calls_en and like their Facebook page.

The MEDIA Programmes offer a variety of support schemes:

- **Access to Finance** “i2i Audiovisual” facilitates access to financing from banks and other financial institutions by subsidising part of the production-related financial costs, such as insurance, financial interest and completion bonds.
- **MEDIA Production Guarantee Fund** This fund facilitates access to private sources of financing for film producers by guaranteeing part of their bank loans.
- **Support for television broadcasting** This funding encourages independent European audiovisual production companies to produce work (fiction, documentaries or animated films) that involves the participation or cooperation of at least three broadcasters – and preferably more – from several Member States.
- **Support for Distribution** MEDIA supports the circulation of European audiovisual works across MEDIA Programme countries.

The MEDIA Programmes offer a variety of support schemes:

- **Training** - MEDIA provides international professional training opportunities by co-financing over 60 courses in script and project development; management, legal and finance issues; marketing and distribution; new media and new technology; animation; and documentaries.
- **Development funding**- MEDIA supports independent European production companies in the development of animation, creative documentaries or fiction projects intended for European and international TV and theatrical markets. Support is provided for single projects or a slate of three to five projects. Similar support is available for interactive works developed specifically to complement an audiovisual project.

The MEDIA Programmes offer a variety of support schemes:

- **Pilot Projects** Pilot projects ensure that the latest developments on the information and communication technology markets are introduced and taken up by the players of the European audiovisual sector.
- **Market Access** MEDIA supports most major markets and co-production forums in Europe in order to foster the greatest possible diversity and quality of projects and works, as well as the mobility of professionals.
- **Festivals** Every year the MEDIA programme supports nearly one hundred festivals in Europe notable for their particularly rich and varied programme of European films, their efforts to engage with the general public and their activities involving professionals in large numbers

EU LIFELONG LEARNING PROGRAMMES

Erasmus+ is the programme combining all the EU's schemes for **education, training, youth** and sport. It provides funding and support for organisations to operate projects which encourage **European exchange, co-operation and learning**. Erasmus+ funding is available to **all sectors of formal, informal and non-formal education**. It aims to modernise and improve the quality of teaching, training and youth work across Europe, and to support the development, transfer and implementation of innovative practices.



Erasmus+

Erasmus+ is open to private or public organisations active in the fields of adult education, higher education, school education, sport, vocational education and training, and youth and community work, in any participating country. While the programme enables individuals to travel, work, volunteer and study abroad, project applications from individuals themselves are not accepted. However, individuals may apply to attend [Transnational Cooperation Activities](#) with the support of their organisations.



EU LIFELONG LEARNING PROGRAMMES



Enter your search term...



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Plan your route to Erasmus+ in 2017

Application Workshops in Spring 2017



In Ireland, the National Contact Point is Leargas- www.leargas.ie

Good overview on <http://www.slideshare.net/ErasmusPlusUK/2017-call-erasmus-information-sessions-uk>

EXAMPLES OF YOUTH FOCUSED ARTS PROGRAMMES FUNDED BY EUROPE

Makeshift Ensemble sharing innovative theatre practice

<http://www.leargas.ie/blog/site-specific-theatre/>

<http://www.makeshiftensemble.com/insitu/>



Galway Community Circus - a strong European outlook

<http://www.galwaycommunitycircus.com/about/european-partnerships>

EXAMPLES OF YOUTH FOCUSED ARTS PROGRAMMES

Arts organisations are using non formal learning methods to address social issues.



Here are just a few examples of how young people all over the country are reaping the benefits of collaborating at international level: ACrooked House, Kildare, Ireland offered [a training course in drama facilitation for young people](#)

Match the category to your organisation

Adult Education and Schools Education

VET - education that prepares people to work

<http://www.slideshare.net/ErasmusPlusUK/2017-call-erasmus-information-sessions-uk-vocational-education-and-training-vet>

Youth - Non-formal and informal learning opportunities

<http://www.slideshare.net/ErasmusPlusUK/2017-call-erasmus-information-sessions-uk-youth>

While links above are to the UK site, the same information applies in most cases. Check with your National Agency re deadlines.

Structurally, Erasmus+ is divided into 'Key Actions' describing the kind of project activities possible.

KEY ACTION 1 Learning mobility for individuals:

'Mobility' simply means physical travel from one country to another for the purpose of learning or professional experience. This action therefore allows organisations to send staff, trainers, students, or young people to other European countries to undertake a dedicated period of learning or professional experience, such as job shadowing, training, volunteering, or gaining work experience.

E.g. for **VET**, the period of study is from 10 days to 12 months. Learners are hosted either at a workplace (in an enterprise or other relevant organisation) or at a VET school (with periods of work-based learning in an enterprise or other relevant organisation).

KEY ACTION 1

What does the budget look like ? An example...

TRAVEL

For travel distances between 500 and 1999 KM: 275 EUR per participant

ORGANISATIONAL BUDGET

350 EUR per participant
(up to 100 participants)

SPECIAL NEEDS SUPPORT INDIVIDUAL SUPPORT

Up to 100% of eligible costs
Subsistence based on the country visited (in Ireland from 25-100 euro per day for up to 4 days, then rate reduces to 70%)

COURSE FEE

E.g. to do a course in Slovenia, the provider receives a Course fee of 490 € per participant (70 € per day for 7 days).
That includes all tuition costs & training materials.

KEY ACTION 1 – application process

Step 1: in order to apply for Erasmus+ grant you will need a PIC code for your organisation. Register in [EU Participant Portal](#) to get it for your organisation. Your partners needs this too

Step 2: find an interesting course for you.

Step 3: download an application form from your [National agency](#) website and prepare a proposal under the Key Action 1 (KA1), Learning Mobility of Individuals. Application deadline applies

Step 4: submit the application to your [National agency](#). All the files are submitted online, so you'll need to scan documents.

Step 5: Majority of National Agencies publish results in May/ June.

Key Action 1

2017 deadlines

Key Action	Activity	Field	Deadline(s)
Key Action 1: Mobility of individuals	Mobility of learners and staff	Higher education, vocational education and training, schools, adult education	2 February 2017
		Youth	2 February 2017 26 April 2017 4 October 2017

KEY ACTION 2

Cooperation for innovation and the exchange of good practices (Strategic Partnerships):

This encourages cross discipline organisations across Europe to form strategic partnerships with each other to develop and use innovative methods in teaching, training, and youth work, and to share these results with the wider community.

EXAMPLE – www.creativecommunities.how

Get involved with **Creative Communities** & follow our progress!



Visit our Website www.creativecommunities.how



www.facebook.com/CreativeCommunitiesIgnitingChange



Join in the chat on Twitter www.twitter.com/ccicproject

Project Partners



KEY ACTION 2

Cooperation for innovation and the exchange of good practices (Strategic Partnerships):

- Know the [application deadline](#)
- Read the relevant sections of the [Erasmus+ Programme Guide](#)
- Define your project outline and how it links to national and European policy
- Get support from Léargas by attending an information session or seeking advice
- Liaise with and confirm relevant project partner(s)
- Make sure all project partners—including your own organisation!—have a [PIC \(Participant Identification Code\)](#)
- Submit a [KA2 Project Outline Form](#) for review by Léargas, by 17 February 2017

Access to EU Programmes, EU Finance & EU Markets

The Enterprise Europe Network assists SMEs who are looking for EU Programmes and Supports. The Network organises international brokerage events and provides a central database for SMEs to offer, or search for, business opportunities, technology transfer and licensing deals in the EU and in many other countries.

Offices throughout the EU

In Ireland – through the Local Enterprise Office network - <http://www.een-ireland.ie>



Crowdfunding

Crowdfunding is the financing of a new project by raising many small amounts of money from a large number of people.

Thousands of people and organisations across Europe have raised funding through crowdfunding platforms, including cultural and creative projects. Out of around 600 crowdfunding platforms in Europe, some 150 focus on or are open to hosting cultural and creative projects.

Creative professionals and cultural organisations use crowdfunding not only to raise money online for any idea or project but simultaneously build up a community and improve visibility.

Crowdfunding

Crowdfunding stands for a variety of different 'fundraising' models. It can take the form of

Charity - when people donate to an individual, project or organisation while receiving no financial or material return in exchange

Pre-selling - when people donate towards the creation of a specific product, such as CD, print etc.

Peer-to-Peer lending - borrowing from a number of lenders via an online platform, each lender lending a (small) amount in return for financial compensation

Equity lending - when people lend money to individuals or organisations in exchange for company shares

Crowdfunding

Different platforms facilitate different fundraising models. Finding the right funding model for your project is an important step for a successful campaign.

Advantages: Access to capital without equity stakes or rigid bureaucracy.

Disadvantages: Most crowdfunding platforms have an “All or nothing” model meaning that if the funding goal of the campaign is not reached, all the contributions are returned back to the backers.

Some donation-based funding allow for “Take it all” meaning that even if you do not reach your target amount, you can still keep the amount donated into your campaign.

Crowdfunding

Different platforms apply different charges depending on the model you chose.

The Costs

- **Platform Hosting Fee:**

Some platforms, although not all, charge an initial cost just for hosting your campaign. This cost varies from €0-300 and will be charged to all projects, be that successfully fundraised or not. Ask platforms what fee applies to them before starting the campaign.

- **Success fee:**

The majority of crowdfunding platforms will take a percentage of the total amount raised. The percentage varies from platform to platform and ranges between 3% and 12% of total raised.

Crowdfunding

- **Payment processing fees:**

Look out also for a service fee for every transaction made. Usually this fee is on average 3%. For instance, for every €100 donation/investment, only €97 reaches the campaign.

Check each platform carefully to assess the real costs behind same.

NICHE EXAMPLES

Sector Focus: General

Crowdfunding Model: Reward

Country: United Kingdom

Year: 2011

Costs: 12%

BORN is a market network where exciting creators can showcase their new products, their personal profiles, their brands and their teams. It's where devotees of quality design can discover stylish, ingenious, pioneering products.

<https://beta.born.com/>



NICHE EXAMPLES

Sector Focus: Performing Arts

Crowdfunding Model: Reward

Country: Italy

Year: 2016

Costs: PayPal fee: 3,4% + 0,35€ per transaction

Fundraising type: All or nothing

Crowdarts is the first Crowdfunding platform and Community dedicated to Performing Art which enables the spreading and realization of innovative ideas in this sector through the support of the community

<https://www.crowdarts.eu/en/>



NICHE EXAMPLES

Sector Focus: Design

Crowdfunding Model: Reward

Country: Netherlands

Year: 2013

Costs: Undisclosed

Fundraising type: All or nothing

CROWDY HOUSE – a premiere (launch) platform and marketplace for designers and makers, both new and established. Our mission is to democratise the design industry by helping designers and makers sell directly to design fans all over the world

<https://crowdyhouse.com/>



NICHE EXAMPLES

Sector Focus: Cultural and Creative Sectors

Crowdfunding Model: Reward

Country: Ireland

Year: 2011

Costs: Basic fee of 5%

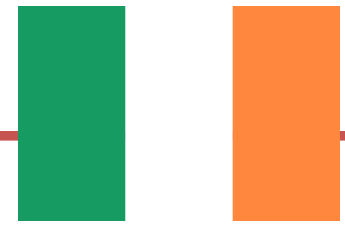
Fundraising type: All or nothing

Fund it is an all-island crowdfunding website for Ireland's creative projects, giving everyone the power to help good ideas happen. Fund it is based in Ireland, run by Business to Arts, a not-for-profit organisation working to support resilience and transformation in the cultural sector through research, innovation and partnership.

<http://fundit.ie/browse>

The logo for Fundit, featuring the word "fundit" in a bold, lowercase, sans-serif font. The "fund" is in dark grey, and the "it" is in a bright green color.

Example of funding success on fundit



Michael Budd, Blacksmith, Ireland

www.michaelbudd.ie

To attend CanIRON 2015 an international blacksmith event in Cape Breton.

16 backers pledged €1,080 to help bring this project to life.

Review how Michael crafted his campaign =

<http://fundit.ie/project/art-and-craft-tourism>

What Michael offered for pledges

- €10 + Hand-forged MB anvil tag and a big thank you.
- €50 + Hand-forged forge mouse plus a thank you card.
- €100 + Hand-forged forge mouse, MB anvil tag, plus a thank you card.
- €200 + One day Blacksmith course.
- €500 + Small unique sculpture, plus a thank you card

Let's look at key crowd funding platforms

Kickstarter is an enormous global community built around creativity and creative projects. Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality.

Our mission is to help bring creative projects to life.

Important to check out the Creator Handbook

https://www.kickstarter.com/help/handbook?ref=learn_faq

Example of funding success on Kickstarter

See.Sense - Iconic cycle lighting

A niche online sales product www.seesense.cc

The promoters of See.Sense are cyclists themselves.

Based in Northern Ireland they started the company in April 2013 and their first Kickstarter campaign for See.Sense lights launched in October that year. Since then they have gone from strength the strength, with the simple goal of enhancing performance and enjoyment of cyclists around the world.

Through Kickstarter, they almost doubled their

pledges goal.



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Example of funding success on Kickstarter

Amy Stephens, Confections in Ireland

<http://www.amystevensart.com>

From US and wanted to take up a
Artist in Residence at a bakery in
Roscommon, Ireland as part of the
Art@Work programme

Prints for airfare and expenses.
33 backers pledged \$2,025 to help
bring this project to life.



CROWD FUNDING PLATFORMS



iCrowdFund:

An Irish crowdfunding company from the same people that developed iDonate and iFundraise

Rate: 4% commission Website: www.icrowdfund.ie

Linked Finance:

Another Irish owned crowdfunding site with favourable commission rates. Rate: 2.5% commission

Website: www.linkedfinance.com

Linked Finance: www.linkedfinance.com



LINKED
FINANCE.COM

The Marketplace

Lend

Borrow

How it works

About

Sign In

Where **businesses looking** for funding can meet **real people looking to lend**



Be a lender

Learn More

Best Rate Today for

Lenders **15.00%**



Be a borrower

Learn More

Best Rate Today for

Borrowers **7.00%**



Create your account

Email

Join Now!

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Thank you so much for your time.

This module is just one short element of our Ignite Creative Entrepreneurs online training course which is almost ready for launch.

Please follow us on Facebook for updates.

<https://www.facebook.com/CreativeCommunitiesIgnitingChange/>

