

EUROPEAN UNION CULTURAL HERITAGE FINANCING – Part II

Ogham stones, Ballyferriter Museum, Co Kerry, Ireland



The CulturEU funding guide

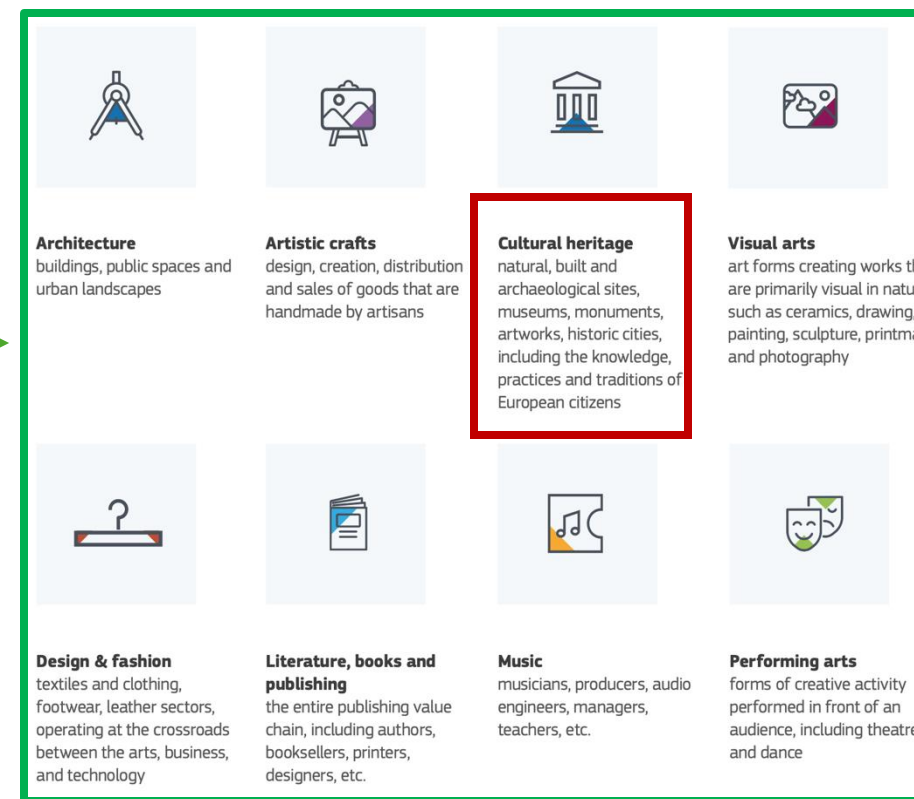
EU Funding Opportunities for the
Cultural and Creative Sectors
2021-2027



From “Maastricht” to “Lisbon”: *Evolution of Treaty basis*

EU competences

Exclusive	Shared	Supporting
- customs union - competition rules of the internal market - monetary policy for the Eurozone - common commercial policy - conclusion of international agreements*	- internal market - social policy - economic, social and territorial cohesion - agriculture and fisheries - environment - consumer protection - transport - trans-European networks - energy - area of freedom, security and justice - common safety concerns in public health - research, technological development, space - development cooperation and humanitarian aid	- health - industry culture - tourism - education, vocational training, youth and sport - civil protection - administrative cooperation



- **“Common”/Exclusive** (unitary and binding): Only the EU can legislate and adopt binding acts in these areas. Member states can only act if empowered by the EU.
- **Shared (contingent upon legislation)**: Both the EU and member states can legislate, but member states can only act if the EU has not exercised its competence.
- **Supporting**: The EU can only support, coordinate, or supplement actions by member states but cannot harmonize laws.

Eight “cultural” and “creative” sectors, including **cultural heritage**



Type of actions

The type of actions supported by the funding programmes have been divided into **12 categories**. Each of the **12 actions** is represented by its own icon and colour as shown below:

12

Actions



Audience development
activities undertaken to meet the needs of existing and potential audiences, to develop on-going relationships with audiences or to enlarge audiences



Artistic creation
support for cultural actors involved in artistic creation



Artistic and cultural mobility & residency
support for traditional and new mobility forms for cultural and creative professionals (including also capacity building, new employment opportunities)



Developing business & management skills
support to the development of hard and soft skills, including planning, strategy, budget management, leadership, communication, etc.



Developing creative & technical skills
improving skills through training, experimenting and by learning specialized knowledge and expertise



Digitalisation & new business models
support for the use of digital technologies to change a business model and provide new revenue and income



Financing for direct costs funds allocated to costs
directly related to producing specific goods or performing a specific service



Financing for scaling up
raising investment to fund the growth of a company

Type of organisation

The type of organisations have been divided into **6 categories**. Each of the **6 organisations** is represented by its own icon and colour as shown below:

6

Organisations



Educational institution
primary and secondary schools, universities, academies, colleges, etc.



NGO, non-profit & civil society organisation
any non-profit, voluntary citizens' group organized on a local, national or international level



Private or public cultural foundation / institution
museums, libraries and archives, churches, art galleries, etc



Private organisation
a self-employed individual, start-up, micro-company, SME or a large company



Public service (local, regional or national)
central government, federated states and local authorities (regions, provinces, districts, municipalities)



Social enterprise
business with specific social objectives as its primary purpose



All types of organisations



Type of sector

The cultural and creative sectors have been divided into **8 sectors**. Each of the **8 sectors** is represented by its own icon and colour as shown below:

8

Sectors



Architecture
buildings, public spaces and urban landscapes



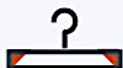
Artistic crafts
design, creation, distribution and sales of goods that are handmade by artisans



Cultural heritage
natural, built and archaeological sites, museums, monuments, artworks, historic cities, including the knowledge, practices and traditions of European citizens



Visual arts
art forms creating works that are primarily visual in nature, such as ceramics, drawing, painting, sculpture, printmaking, and photography



Design & fashion
textiles and clothing, footwear, leather sectors, operating at the crossroads between the arts, business, and technology



Literature, books and publishing
the entire publishing value chain, including authors, booksellers, printers, designers, etc.



Music
musicians, producers, audio engineers, managers, teachers, etc.



Performing arts
forms of creative activity performed in front of an audience, including theatre and dance



Cultural heritage
natural, built and archaeological sites, museums, monuments, artworks, historic cities, including the knowledge, practices and traditions of European citizens



2. Creative Europe

Total programme budget 2021-2027:



EUR 2.44 billion

Sector:



All cultural sectors

Type of organisation:



All

Type of actions:



Artistic and cultural mobility & residency;



Artistic creation;



Audience development;



Developing business & management skills;



Developing creative & technical skills;

Creative Europe is the EU's flagship programme providing specific support to the cultural and creative sectors. It seeks to develop all cultural sectors in Europe and protect Europe's shared cultural heritage, in particular by providing various funding opportunities aimed at co-creation, skills development, network and platform building, knowledge-sharing and mobility and distribution and promotion of content.



Digitalisation & new business models;



Internationalisation of activity/ access to new markets;



Networking & knowledge sharing;



Product, service & infrastructural development;



Research, development & innovation

Actions

The **Culture sub-programme** supports transnational capacity-building through co-creation, networks, platforms for emerging artists, and mobility of culture professionals and their works. It also focuses on audience development, inclusion and diversity, and innovative business models.

The **MEDIA sub-programme** addresses EU film and audiovisual industries undergoing digital transformation—feature films, mini-series, documentaries, videogames. It offers financial support and non-formal training across the full production cycle: development, production, distribution, promotion, and market access.

The **cross-sectoral strand** promotes transnational policy cooperation, supports the network of 38 national Creative Europe Desks providing in-country assistance, funds innovative projects spanning all creative sectors, and includes an action supporting independent journalism in news media.



3. Erasmus+

Total programme budget 2021-2027:

 EUR 26.2 billion

Sector:

 All cultural sectors

Type of organisation

 All

Type of actions:

 Artistic and cultural mobility & residency;

 Internationalisation of activity/ access to new markets;

 Developing creative & technical skills;

 Digitalisation & new business models;

Mission

Erasmus+ is the EU's flagship programme for education. It addresses both **formal and non-formal education and training**, and also focuses on youth, sport, and culture. Erasmus+ promotes lifelong and inclusive learning across Europe, therefore contributing to sustainable growth and innovation, social cohesion, and active EU citizenship. It provides opportunities for mobility, partnerships, and policy dialogue through project funding, often reinforcing cross-sectoral cooperation with a specific focus on creativity.

Actions

The programme is organised across three **Key Actions (KAs)** for individuals and organisations from EU Member States, third countries associated to the Programme and other Partner countries.

- KA1 focuses on **mobility projects and virtual exchanges** that promote individuals' intercultural dialogue and acquisition of skills, attitudes, and competences (including but not limited to language ones).
- KA2 places great emphasis on **organisational cooperation and partnerships**, by developing networks, capacity, and boosting internationalisation and innovation, as well as vocational and educational excellence.
- KA3 provides support to policy cooperation at European Union level, thereby contributing to the development of new policies, which can trigger modernisation and reforms, at European Union, and systems' level, in the fields of education, training youth and sport.



3. Erasmus+



How can the cultural and creative sectors benefit in 2021-2027?

There is a strong link between education and culture. Through the Erasmus+ programme, schools, universities, libraries, museums, cultural centres, among other formal and non-formal learning institutions, have the opportunity to experiment with new creative approaches. Erasmus+ is key to **capacity-building, skills development, research and innovation** both for adult education and youth work. For instance, opportunities can be seized through **job-shadowing, training, and exchanges**. Moreover, Erasmus+ can also contribute to increased **opportunities for cultural and artistic mobility**. *HeritagePRO*, is an example of a project funded under the 2014-2020 Erasmus+ programme, which can serve as inspiration for future applicants.

Who can apply?

- Applicants across all three Key Actions must be located in an **EU Member State or third country associated to the programme**. More information on eligible countries:

 Networking & knowledge sharing;

 Research, development & innovation;

 Developing business & management skills

Want to know more about the programme? Visit the webpage:

 https://ec.europa.eu/info/education/set-projects-education-and-training/erasmus-funding-programme_en#about-the-erasmus-funding-programme

Get Inspired! - Heritage PRO

Participating Countries:



Sector(s):



Cultural heritage

Dates:

2018 –2021

Budget:

 €350,000

More Information

 <https://heritage-pro.eu/>

Heritage-PRO is an Erasmus+ project carried out in the context of the European Year of Cultural Heritage 2018. It responded to the growing demand for **interdisciplinary training** for professionals of different disciplines linked to the **sustainable management and preservation of cultural heritage**.

The project proposed a **multilingual training scheme** on how to carry out preservation activities at heritage sites. It also provided **guidelines for heritage managers** and developed a multilingual **training kit** to make the training scheme accessible and cost-effective.

A dedicated **training camp** allowed young people and future heritage managers to learn from experts on the heritage preservation subject. Due to the COVID-19 restrictions, the two-days camp was held online, bringing together around 50 young professionals from various disciplines related to the administration and preservation of cultural heritage. The camp allowed the participants to establish new contacts and strengthen their interdisciplinary competences.

A German non-profit cultural organisation, Kultur und Arbeit EV, together with **5 partners** from Austria, Belgium, Germany, Spain and Sweden, carried out this project. It was launched in September 2018 and concluded in August 2021.



5. Horizon Europe

Total programme budget 2021-2027:

€ EUR 95.5 billion

Sector:

All cultural sectors

Type of organisation

All

Type of actions:

Research, development & innovation;

Digitalisation & new business models;

Networking & knowledge sharing;

Internationalisation of activity/ access to new markets;

Developing creative & technical skills;

Audience development;

Artistic creation;

Product, service and infrastructure development

Mission

Horizon Europe is a scientific research and innovation multiannual programme, a successor of the recent Horizon 2020 programme and the earlier Framework Programmes for Research and Technological Development. It is an initiative aimed at ensuring European leadership in frontier research, tackling climate change, developing new technologies and innovation, achieving the UN's Sustainable Development Goals and boosts the EU's competitiveness and growth.

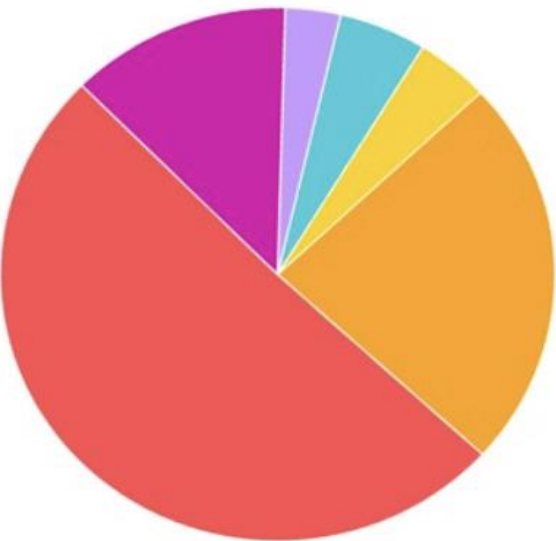
The programme facilitates collaboration and strengthens the impact of research and innovation in developing, supporting and implementing EU policies while tackling global challenges. It supports the creation and better spread of knowledge and technologies. It creates jobs, fully engages the EU's talent pool, boosts economic growth, promotes industrial competitiveness and optimises investment impact within a strengthened **European Research Area**.

Actions

The programme structure contains three pillars:

- Pillar 1 – Excellent Science.** This strand aims to increase the EU's global scientific competitiveness. It supports frontier research projects through the European Research Council, funds fellowships for experienced researchers, doctoral training networks and exchanges through Marie Skłodowska-Curie Actions.
- Pillar 2 – Global Challenges and European Industrial Competitiveness.** This Pillar supports research relating to societal challenges and technological and industrial capacities, through clusters. It also includes the Joint Research Centre which supports EU and national policymakers with independent scientific evidence and technical support.
- Pillar 3 – Innovative Europe.** This part of the programme aims to make Europe a frontrunner in market-creating innovation via the European Innovation Council. It also helps to develop the overall EU innovation landscape through the European Institute of Innovation and Technology, which fosters integration of the knowledge triangle of education, research and innovation.

HORIZON EUROPE 2021-2027
€95.5 BILLION



€ BILLION

PILLAR 1: EXCELLENT SCIENCE	25
PILLAR 2: GLOBAL CHALLENGES & INDUSTRIAL COMPETITIVENESS	53.5
PILLAR 3: INNOVATIVE EUROPE	13.6
WIDENING PARTICIPATION & STRENGTHENING THE EUROPEAN RESEARCH AREA	3.4
+ NEXT GENERATION EU: HEALTH, RESILIENCE, DIGITAL TRANSFORMATION, CLIMATE RESEARCH AND INNOVATION	5.4
+ ADDITIONAL RESEARCH BUDGET	4.5



5. Horizon Europe



Sector(s):



Cultural heritage;



Crafts

Dates:

2018 –2022

Budget:



€10,000,000

More information:



<https://www.ruritage.eu/project/>

Participating Countries:



Get Inspired! – RURITAGE

RURITAGE is a project funded under the 2014-2020 Horizon 2020 programme. It aims at transforming rural areas in sustainable development laboratories by enhancing their **cultural and natural heritage**. The project gathers stakeholders and local communities in a new collaborative manner, engaging them in a participatory and community-based heritage management, ensuring ownership, capacity building and skills transfer.

RURITAGE identified 13 **role models** that redeveloped their territories through heritage-led regeneration strategies in different fields): **pilgrimage, local food, migration, arts & festival, resilience and landscape**. The knowledge built by the role models is transferred to 6 replicators across Europe, by setting up **Local Rural Heritage Hubs** gathering stakeholders and civil society. The Hubs work as living labs where heritage-led rural regeneration strategies are co-created and implemented with the support of role models. The project is also making available the RURITAGE Resources Ecosystem, including different tools for regeneration strategies, such as an interactive web-based atlas, a set of good practices and innovative solutions for rural regeneration, games kits and regeneration guidelines.

The project was launched in June 2018 and its activities will be carried out until August 2022. The University of Bologna (Italy) is the main coordinator, and the project includes **38 partners** from different EU countries (Austria, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Poland, Romania, Slovenia and Spain) and non-EU countries (Colombia, Iceland, Norway, Turkey and the UK).

17. Citizens, Equality, Rights and Values Programme (CERV)

Total programme budget 2021-2027:

€ EUR 1.68 billion

Sector:

All cultural sectors

Type of organisation

All

Type of actions:

Research, development & innovation;

Product, service and infrastructure development;

Networking & knowledge sharing;

Digitalisation & new business models,

Mission

The Citizens, Equality, Rights and Values programme (CERV) is a **new EU funding instrument** merging two previous funding programmes: the Europe for Citizens and the Rights, Equality and Citizenship programmes. The programme is aimed at: promoting and protecting EU values; promoting rights, non-discrimination and equality; promoting citizens' engagement and participation in the democratic life of the EU, as well as raising awareness on their common European history; and preventing and combating gender-based violence and violence against children.

Actions

In order to achieve these specific objectives, the programme has four strands with specific objectives:

- **Union values strand:** this strand funds projects which contribute to nurturing and sustaining a rights-based, equal, open, pluralist, inclusive and democratic society. Through a system of intermediaries, the European Commission is funding mostly small and grassroots organisations as part of this strand, related to promoting and protecting the rule of law, fundamental rights and democracy.



12. Cohesion fund (CF) and European Regional Development Fund (ERDF) (including Interreg)

Total programme budget 2021-2027:



EUR 63.4 billion for CF and EUR 226 billion for ERDF (including EUR 9 billion for the Interreg programme)

Sector:



All cultural sectors

Type of organisation



All

Mission

The Cohesion Fund is one of the funds through which EU Cohesion policy is delivered, aimed at Member States whose Gross National Income (GNI) per inhabitant is less than 90 % of the EU average, and which support projects in the field of TEN-T and the environment. ERDF is also part of the EU Cohesion policy and it aims to **strengthen the economic, social and territorial cohesion** in the European Union by correcting imbalances between its regions, by supporting economic recovery, job creation, competitiveness, innovation, and sustainability. It delivers on the Union's political priorities, especially the green and digital transition. Within ERDF, the **Interreg programme** supports **cross-border** (Interreg A and IPA), **transnational** (Interreg B) and **interregional** (Interreg C) cooperation.

As ERDF/CF are managed predominantly via shared management, managing authorities and participating countries are entrusted to allocate funding and set up a management and control system to ensure the implementation of the fund based on agreed programmes (which are also developed and implemented in a multi-level governance approach, in line with the partnership principle).



Priorities

Access to quality health, educational, tourism and cultural services for all



Invest in a smarter, greener, more connected, more social Europe closer to its citizens



Tackle social inclusion and support migrant integration

Local participation and cooperation



6. Digital Europe Programme

Total programme budget 2021-2027:

 EUR 7.6 billion

Sector:

 All sectors

Type of organisation

 All

Type of actions:

 Digitalisation & new business models

Mission

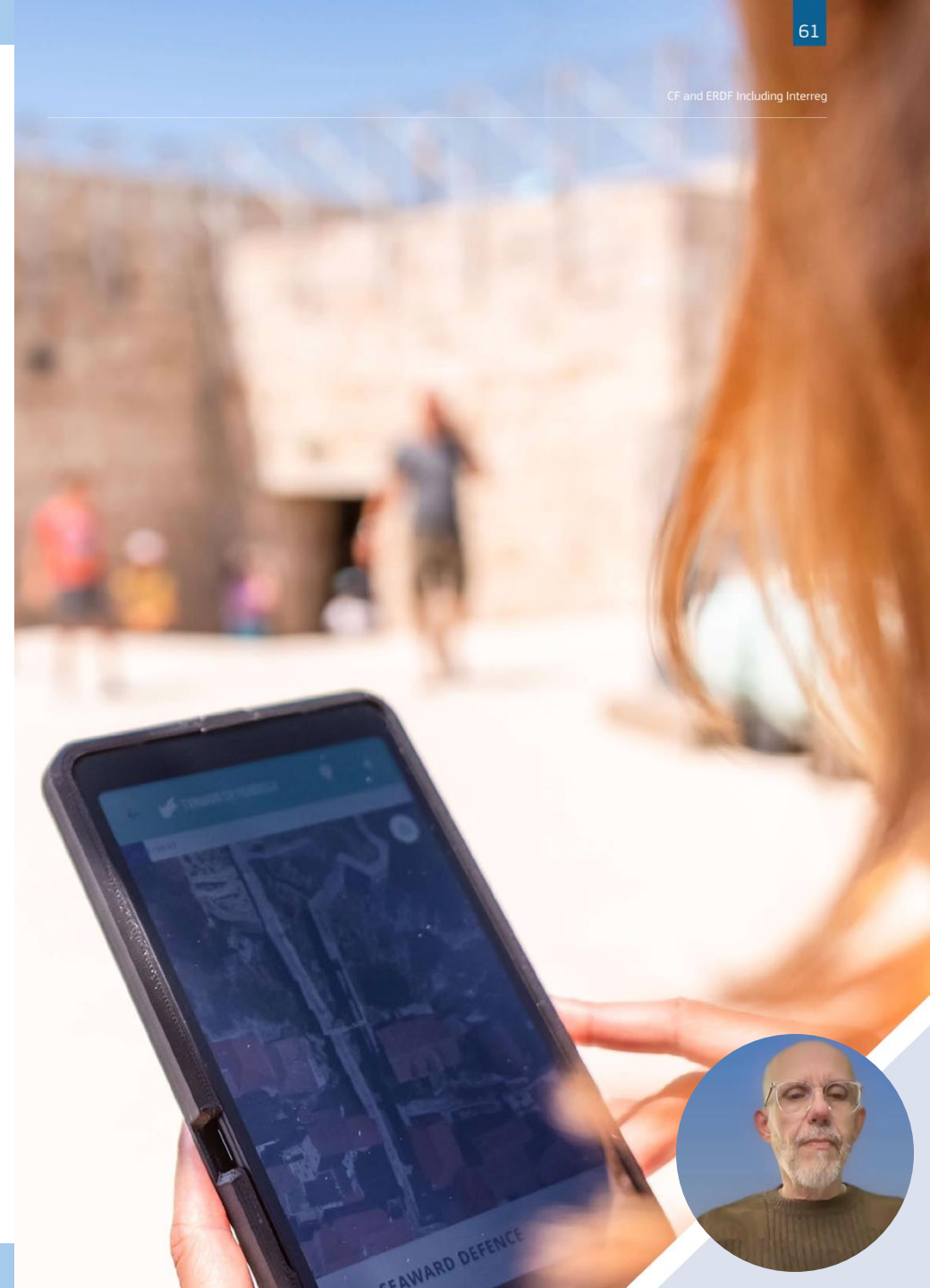
The Digital Europe Programme (DIGITAL) is a new EU funding programme focused on **bringing digital technology to businesses, citizens and public administrations**. It will provide strategic funding to answer the many challenges we face today with regards to digital technologies and infrastructures. The programme aims to accelerate the economic recovery and shape the digital transformation of Europe's society and economy, bringing benefits to everyone, but in particular to small and medium-sized enterprises.

Actions

DIGITAL will support projects in **five key capacity areas**:

- Supercomputing
- Artificial Intelligence
- Cybersecurity
- Advanced Digital Skills
- Deployment and accessibility of digital technologies (including through Digital Innovation Hubs)

The Digital Europe Programme will also complement the funding available through other EU programmes, such as the Horizon Europe programme for research and innovation and the Connecting Europe Facility for digital infrastructure, the Recovery and Resilience Facility and the Structural funds.





Thank you for listening

