



PA17/RO13
PROMOTION OF DIVERSITY IN CULTURE AND ARTS WITHIN
EUROPEAN CULTURAL HERITAGE

Matchmaking Seminar

Bucharest, 28th November 2013

Project Management Unit

Program Operator for two Programmes under the EEA Grants:

- PA16/RO12 Conservation and Revitalisation of Cultural and Natural Heritage;
- PA17/RO13 Promotion of Diversity in Culture and Arts within European Cultural Heritage Programme

PA17/RO13

Promotion of Diversity in Culture and Arts within European Cultural Heritage Programme

Granter

European Economic Area (EEA) Financial Mechanism 2009-2014(85%) and the Government of Romania(15%)

Program Operator

**Project Management Unit,
Ministry of Culture**

Programme Partner

Arts Council Norway

Programme Objectives

The general objective of the Programme is to increase cultural dialogue and to foster European identity through understanding of cultural diversity.

Also, the Programme aims to:

- broaden the possibilities of accomplishing various artistic and cultural activities;
- strengthen participation in culture for the public;
- deeper understanding of cultural diversity and strengthen inter-cultural dialogue, including with cultures of minorities;
- Strengthen bilateral relations between Romanian cultural operators and those from the Donor States in the field of arts and culture, with emphasis on cultural diversity.

Programme Outcomes

Awareness of cultural diversity raised and intercultural dialogue strengthened:

- Increased mobility for artists and their works at international level;
- Education through art and culture reaching a broader audience;
- Projects concerning music and stage arts;
- Projects concerning fine and visual arts;

Cultural history documented:

- Cultural history of minorities enhanced and promoted
- Events/productions involving minorities (fairs, performances, festivals, productions, etc.).

Programme Budget

Total: 8,022,059 euro

- 6.818.750 euro, SEE contribution;
- 1.203.309 euro, Romania contribution.

Grant Allocation

- Large projects (between **50.000 – 200.000** euro/project) – total budget **6.327.957 euro** for Measure 1 and 2;
- Small projects (between **5.000 – 15.000** euro/project) – total budget **623.566 euro** for Measure 1 and 2;
- Bilateral relations – **1500** euro/partnership action; total budget: **120. 320 euro**.

At least 10% of the total eligible costs of the Programme are destined to cultural projects seeking to improve the situation of the Roma population.

PROJECT GRANT RATE

- non-governmental organisations - grants cover up to 90% of the project eligible costs;
- natural persons - grants cover up to 95% of the project eligible costs;
- public entities - grants cover up to 100% of the project eligible costs .

Programme Calendar – Estimative time for call opening

2013

- Bilateral relations, measure A (november)
- Large projects call, round 1 (december)
- Small projects call (december)

2014

- Bilateral relations, measure A
- Large projects call, round 2 (april)

2015

- Bilateral relations, measure B

2016

- Bilateral relations, measure B

Large projects, call 1 – Indicative list of activities

- Support for mobility of artists /cultural professionals and their works to reach new audiences beyond their home countries;
- Organization of local, national or international cultural and art events;
- Exchange of experience and good practices among cultural organizations;
- Education and training for professionals and cultural organisations in order to, inter alia, gain new skills, strengthen their capacity in the cultural field, support community development;
- Develop education methodologies regarding cultural diversity and intercultural dialogue through new communication services, etc;
- Information and communication campaigns in order to raise awareness about cultural diversity, including cultures of minorities;
- Research, surveys, inventories on culture and arts and studies in order to raise awareness about cultural diversity, including on cultures of minorities, particularly among young people;
- Production of goods and services related to the culture of communities, including the culture and heritages of minorities, including Roma.

Large projects - total budget

Outcome 1: Awareness of cultural diversity raised and intercultural dialogue strengthened – 3.701.522 EUR.

Outcome 2: Cultural history documented – 3.250.000 EUR.

Grant Amounts

- the **minimum** grant amount is **EUR 50.000 per project**
- the **maximum** grant amount is **EUR 200.000 per project**

Eligible beneficiaries

Large projects

➤ Public entities:

- local, regional and national authorities;
- cultural institutions;
- higher education and research institutions.

➤ NGOs

Small projects

Budget

Outcome 1: Awareness of cultural diversity raised and intercultural dialogue strengthened – 323.566 EUR.

Outcome 2: Cultural history documented – 300.000 EUR.

At least 100.000 EUR of the total budget of the present call is allocated to cultural projects seeking to improve the situation of the Roma population.

Grant amounts

- the **minimum** grant amount is **EUR 5.000 per project**;
- the **maximum** grant amount is **EUR 15.000 per project**.

Small projects

Indicative list of activities

- Support for mobility of artists /cultural professionals and their works to reach new audiences beyond their home countries;
- Organisation and participation at pitching sessions, fairs and festivals;
- Exchange of information, experience and good practices among cultural organizations;
- Cooperation with artists and professionals from Donor States
- Education and training for professionals and cultural organisations;
- Develop education methodologies regarding cultural diversity and intercultural dialogue through new communication services, etc;
- Information and communication campaigns in order to raise awareness about cultural diversity, including cultures of minorities;
- Research, surveys, inventories on culture and arts and studies in order to raise awareness about cultural diversity, including on cultures of minorities, particularly among young people;
- Production of goods and services related to the culture of communities, including the culture and heritages of minorities, including Roma.

Eligible beneficiaries

Small projects

- Public entities:
 - cultural institutions;
 - higher education and research institutions;

- non-governmental organisations from the field of culture;

- natural persons:
 - creators and artists;
 - experts from the field of culture;
 - students.

Bilateral relations

Measure A – Partnership development / building - the search for partners prior to or during the preparation of a project application, the development of such partnerships and the preparation of a project application for a donor partnership project;

Budget allocation – 84.232 Euro

Measure B – Networking and exchange of experience - networking, exchange, sharing and transfer of knowledge, technology, experience and best practices between project promoters and entities in the Donor States.

Budget allocation – 36.100 Euro

Bilateral relations – call November 2013

Eligible activities

- Meeting or searching for a potential partner for a future project between the Romanian entity and a partner/ potential partner from a Donor State;
- Attending different conferences, study trips, visits, meetings organized by potential partners from Donor States aiming at identifying ways and partners for developing donor partnership projects.

Bilateral relations – call November 2013

Eligible applicants/partners

- **Public bodies** in the field of culture, legally established and based in the Donor states, organized and managed according to the applicable law;
- **Nongovernmental and nonprofit organizations**, legally established and based in the Donor States, organized and managed according to the applicable law;
- **Natural persons**: creators, artists and experts from the field of culture, students.

Bilateral relations – call November 2013

Measure A – Budget allocation – 45.000 Euro

Partnership action allocation – 1500 euro/entity, reimbursement

Eligible expenses:

- international travel (round trip), economic class;
- subsistence allowance expenses: accommodation, per diem under national legislation;
- local transportation in Romania and in Donor States according to provisions of the national legislation;
- access to conferences, seminars and workshops;
- travel insurance.

Deadline for applications: December 16, 2013

Contact

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