

European cooperation project “CULTURE EMERGENTI”



PROJECT DESCRIPTION

BACKGROUND

Collisioni is one of the most important festivals in Italy, one of a kind, where the key word is the exchange between the arts (music, literature, art, cinema). Next to the arts exchange, the specificity of the Festival is the educational vocation, which is expressed in the "Youth Project", thanks to which young emerging artists coming from all over Italy are selected each year and hosted free. They propose their artistic project and participate actively in the organization and implementation of events, according to the will of the organizers to combine the promotion of culture and tourism with the training on the job of young people.

From this project, which has been very successful in recent years, with many applications from all over Italy, comes the need to create a project of permanent training and professionalization of youth at European level, and not just in Italy, to give an opportunity to European young people to promote their cultural activities, encourage start-ups and enterprises in the organization of cultural events through a program of exchanges, meetings, workshops and debates.

The project includes a dynamic involvement in practical activities. Laboratories not just theoretical, but integrated with the needs of international festivals, for which every young person will have a precise duty and a responsibility, and while carrying out the activities will learn how a complex machine such as a festival works and will act in synergy with the organizers and with the other guys.

AIM AND OBJECTIVE OF THE PROJECT

The main objective of the project is to organize residential weeks for young people to train them in the jobs that compose the cultural and creative sector.

The training weeks will take place in different part of Europe, according to the skills and the teachers offered by the different partners.

The residential weeks will be 5.

The final objectives of the project are 2:

- 1) to have a staff of trained young people able to give a concrete support to the organization of two or three festivals around Europe, each of them in a different kind of job.**

2) Give to a group of participants the opportunity to gather up their skills to create a start-up working in the creative sector.

❖ INTEGRATION

The project aims to promote cultural integration and exchange through the creation of a European network for the promotion of skills linked to the jobs related to the promotion of culture. The project is dedicated to young people who would like to work in the creative sector.

❖ COLLABORATION

Create a European experience involving festivals, associations or organisations related to the cultural sector across Europe, able to host and promote young people, not only artists but also people who would like to work in the artistic sector.

❖ PROMOTION AND EXPOSURE

Allow the international inclusion and mobility of young people, developing a system of traceability of their training in order to follow the growth and facilitate their career path.

❖ CREATION OF EMPLOYMENT

Create opportunities for interaction between the young people selected and their territory (or territories of the places where they're going to be trained), in order to promote the jobs composing the creative sector.

❖ ACTIONS

1. Identification of a number of training opportunities in the creative sector for young people
2. Creating an online call for the selection of the young participants
3. Creation of a commission of experts to assess the participants and to select those who will be eligible to take part to the training weeks
4. Creation of a promotion campaign carried out by Collisioni with the involvement of the young people selected and of other partners of the project
5. Organization of the participation of the young people to the festivals identified (among which the Collisioni festival), through the implementation of the lessons learned during the training weeks
6. Give to a group of participants the opportunity to gather up their skills to create a start-up working in the creative sector

❖ SELECTIONS

2/3 young people will be selected for each European member, maximum 20 people in total, which will take part.

The selections will be done by filling in a form of participation that will contain all the essential requirements to participate in the call.

Those who pass the first selection will then be voted through different channels (public festivals, social networks, a jury of experts selected among the members of all the partners, etc.). the sum of the scores will draw up the list of the winners.

EXPECTED RESULTS

- ❖ 20 young people trained
- ❖ 3 festivals organised with the support of the 20 people trained
- ❖ Creation of a start-up working in the creative sector
- ❖ 1 facebook page created for the promotion of the events
- ❖ promotion on major social (twitter, instagram etc.)

TARGET GROUP

The call for applications for the artists will be addressed to young people living in Europe aged between 18 and 29. The selection criteria will vary depending on artistic sector:

- music
- Theater
- Journalism
- Photo / video
- Comics/Graphic arts
- Story telling/Expository writing

For example for the music sector, the artist is required to have an already realized album; for other artistic sections a proven experience or course attendance is required.

ROLE OF THE MEMBERS

As regards the platform members, the eligible activities are those in relation to:

- ◆ fostering the mobility of young people intered in the cultural and creative sector;
- ◆ increasing the skills of the people working in creatibive sector;
- ◆ creating job opportunities;
- ◆ contributing to greater audience development;
- ◆ contributing to sustainable networking activities within the project;
- ◆ providing positive visibility to Europe's values and different cultures, thus creating greater awareness and helping increase citizens' sense of identification with the EU.

CALL FOR PROPOSAL : 2015 call for proposals (EACEA) for 'Support for European Cooperation projects',

Objectives and priorities

The main objectives of the support for cultural cooperation projects are:

- ✚ to support the capacity of the European cultural and creative sectors to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players, in particular artists;
- ✚ to contribute to audience development by helping European artists/cultural professionals and their works reach new and enlarged audiences and improve access to cultural and creative works in the European Union (hereafter 'the EU') and beyond with a particular focus on children, young people, people with disabilities and underrepresented groups, by engaging in new and innovative ways with audiences both to retain and enlarge them, and to improve the experience and deepen the relationship with current and future audiences;
- ✚ to contribute to innovation and creativity in the field of culture, for instance through artistic innovation, the testing of new business models, the use of digital technologies and the promotion of innovative spill-overs on other sectors.

Priorities in the field of reinforcing the cultural and creative sector's capacity to operate transnationally, are:

- ✚ supporting actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models;
- ✚ supporting actions enabling cultural and creative players to cooperate internationally and to internationalise their careers and activities in the Union and beyond, when possible on the basis of long-term strategies;
- ✚ providing support to strengthen European cultural and creative organisations and international networking in order to facilitate access to professional opportunities.

Priorities in the field of promoting transnational circulation and mobility are:

- ✚ supporting international cultural activities, such as for instance touring events, exhibitions, exchanges and festivals;
- ✚ supporting the circulation of European literature with a view to ensuring the widest possible accessibility;

- ✦ supporting audience development as a means of stimulating interest in and improving access to European cultural and creative works and tangible and intangible cultural heritage. To find out more about audience development, please refer to annex 2 to these guidelines.

This scheme has a flexible, interdisciplinary approach. Projects can either focus on one or more priorities, at either one or more points of the value chain in either one or more cultural and creative sectors.

The scheme shall support, in particular, not-for-profit projects.

Maximum grant

Larger scale cooperation projects

Are the subject of an application requesting a **EU grant of no more than EUR 2 000 000** representing **maximum 50% of the total eligible budget**.

Partners

Larger scale cooperation projects

Shall involve a **project leader** and **at least five other partners** having their legal seat in **at least six different countries** taking part in the Creative Europe – Culture Sub-programme. Either the project leader or one of the partners must have its legal seat in one of the countries referred to in paragraphs 1,3 and 4 of section 5.2.;

The applicants (the project leader and the partners) must be active in the cultural and creative sectors. Proof of this activity will be required (such as for instance statutes/articles of association, activity reports).

The project leader will submit the application to the Agency on behalf of all partners. Consequently, applications must include mandate letters from partner organisations confirming their participation (original signatures or equivalent required).

Both project leader and partners must be in a position to **demonstrate their existence as a legal person for at least 2 years on the date of the deadline for submission.**

Duration

For both smaller and larger scale cooperation projects the maximum duration of a project is **48 months**.

Activities must start between June of year n and December of year n for larger scale cooperation projects and between May and December of year n for smaller scale cooperation projects.

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