

Terms of Reference

Call for EU-based organisers of the Creative Europe Study Tours 2018 under the Culture Bridges programme

1. Background

Culture Bridges is a new programme that supports the development of the cultural sector in Ukraine and enables it to engage more effectively with cultural organisations and operators in the European Union (EU). Culture Bridges is largely funded by the EU as part of support to the implementation of the Association Agreement between the EU and Ukraine and is managed by the British Council in Ukraine in partnership with the European Union National Institutes for Culture (EUNIC) network in Ukraine.

The programme runs from November 2017 to October 2020, with total funding of €1.3 million. Culture Bridges funds a range of activities including training, events, study tours and cooperation projects. More information is available on the programme [website](#).

Creative Europe is the European Union's programme to support the cultural and creative industries. From 2014-2020, €1.46 billion is available to support European cultural projects which have at their base collaborations between different countries. More information is available at www.creativeeurope.in.ua and <https://ec.europa.eu/programmes/creative-europe/>.

Organisations from Ukraine can apply to the Culture sub-programme of Creative Europe. Full participation in the MEDIA sub-programme depends on the alignment of third countries audiovisual legislation with that of EU countries. Failing this alignment, they may still participate in the following schemes of the MEDIA sub-programme: Training, Festivals, Film Education and Access to Markets.

2. Assignment Objectives and Scope

Culture Bridges will fund four one-week study tours to different EU countries for groups of professionals from the culture and the creative industries sector who represent Ukraine based organisations that intend to apply for the Creative Europe programme in the 2019 application round, and are looking to establish and / or develop relationships with potential or confirmed partners based in the EU. Two study tours will take place in July and September 2018, and two in 2019 (up to 9 participants per study tour).



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The objectives of the study tours are: raising awareness of opportunities offered by the Creative Europe programme; building capacity for cross-border cooperation and project development; networking; partner-finding; project / application development; and strengthening links between cultural operators in Ukraine and the EU member states.

The British Council is looking for organisations based in the EU that will host the study tours in their respective countries and provide advisory and logistical support. The Organiser can propose the focus and the program of the study tour, based on their knowledge of the local cultural sector and the successful Creative Europe projects implemented in the host country.

Timeline for 2018:

Expression of interest for EU-based organisations to host study tours	23 April 2018
Application deadline for EU-based organisations to host study tours	25 April 2018
Selection of two host countries and local study tour organisers	26 April 2018
The launch of an open call for study tours participants from Ukraine (managed by the British Council)	27 April 2018
Application deadline for study tour participants from Ukraine	14 May 2018
Selection of study tours participants	23 May 2018
Study Tour 1	9-14 July 2018
Study Tour 2	24-30 September 2018

The detailed plan of the study tours will be designed jointly with the Organisers based on the needs and expectations of the selected participants.

The working language of the study tours is English.

The main deliverables include:



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- Development of concept and detailed programme of the study tour;
- Logistical provision of the study tour;
- Communications support of the study tour activities and outcomes.

The Organiser is expected to deliver such tasks:

- Propose the study tour programme based on professional profiles, needs and expectations of the selected participants;
- Secure engagement of relevant cultural and creative operators in the host country, preferably with experience of the Creative Europe programme;
- Propose themes and trainers for workshops related to Creative Europe priorities of (e.g. audience development);
- Prepare a storyboard for the study tour with details of times, events, venues, catering and transportation;
- Manage local communications activities;
- Arrange local travel, accommodation, meals and other logistics;
- Prepare a brief summary report.

Total estimated budget per each study tour is **14,000 EUR**.

The detailed budget breakdown will be agreed by the Culture Bridges programme team and selected Organisers.

3. Reporting Requirements

The Organisers will liaise with the Culture Bridges team throughout the assignment, and provide a report on activities and expenses to the programme office in Kyiv upon completion of the assignment.

4. Requirements

Eligible applicants can be government-funded state cultural institutes, private cultural operators, civil society organisations and non-governmental organisations that operate in the cultural and creative sectors; and Creative Europe Desks.

Selection criteria:



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1. In-depth knowledge of the cultural landscape of the host country, key trends of the cultural policy, sectors development opportunities, and local cultural and creative operators;
2. In-depth knowledge of the Creative Europe programme, its aims, eligibility criteria, priorities and experience of local cultural and creative operators in applying for and managing Creative Europe funds;
3. Strong networks and established contacts with local cultural and creative operators and creative hubs;
4. Experience in organising events, training, workshops and / or study tours in the cultural sector;
5. Good command of English is required from the assignment delivery team.

5. Conflict of Interest

The Organisers shall confirm in their cover letter that there are no existing conflicts of interest relating to the assignment, or any other professional or personal circumstances that might affect the fulfilment of the assignment. Organisers must also declare any potential conflicts of interest which might arise during the assignment. Should any conflict of interest arise which was known about but not declared at the time of the application, the British Council may terminate the contract.

6. Contract

The Organisers will sign a service contract with the British Council in Ukraine to deliver the assignment. The payment will be made by bank transfer in Euros in two instalments: 50% upon signing of the contract, and the outstanding amount based on the report and financial actuals submitted upon completion of the assignment.

The Organiser shall be considered as having the legal status of an independent contractor and as such there will be no employer / employee relationship between the British Council on the one side, and the Organiser or any person used by the Organiser on the other side.

7. Submission of proposals

The official language for the proposal, contract, reports and any other documents in relation to the assignment is English.

The proposal should provide the following information:



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- A brief description of the cultural and creative landscape of the hosting country (up to 1 page);
- Description of the organisation; summary of the experience of organising similar events, training, workshops and/or study tours; outline of its contacts and networks in the local culture sector;
- Experience of the Creative Europe programme;
- A brief outline of the proposed study tour program;
- Estimated budget breakdown (taking into consideration the budget limit and the number of participants - up to 9).
- CV of the assignment manager;
- Preferred date of the study tour (9-14 July 2018 or 24-30 September 2018).

Expressions of interest shall be submitted by e-mail to Irina Prokofieva at irina.prokofieva@britishcouncil.org.ua no later than 23:59 Kyiv time, 23 April 2018, with the subject line **Expression of interest: Organiser of Creative Europe Study Tour 2018**.

The Deadline for submitting full proposals shall be no later than 23:59 Kyiv time, 25 April 2018 with the subject line **Proposal: Organiser of Creative Europe Study Tour 2018**. Proposals shall be sent to irina.prokofieva@britishcouncil.org.ua

For more information please contact Irina Prokofieva at irina.prokofieva@britishcouncil.org.ua, +380 44 490 5600.



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