



SUPPORT DOCUMENT OF THE STUDY HERITAGE HOUSES FOR EUROPE

1. EU Funding guide to family-owners of
heritage houses



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Support documents:

1. **EU Funding guide to family-owners of heritage houses**
2. Illustrative Practices on innovative business model cases of European family-owned heritage houses
3. Illustrative Practices on the socio-economic contribution of European family-owned heritage houses
4. Technical Sheet on existing business models of European family-owned heritage houses

Heritage Houses for Europe. Exchange & Innovate.

This funding guide is part of the European project “Heritage Houses for Europe. Exchange & Innovate”.

This project has been granted by the European Commission in July 2018 to the consortium European Landowners’ Organisation, the European Historic Houses Association and IDEA Consult.

The aims of the project are to:

- ▶ Highlight the positive impact of family-owned heritage houses in Europe;
- ▶ Analyse innovative replicable business models;
- ▶ Create tools (such as the EU funding guide) supporting private owners in the sustainable preservation of their family-owned heritage houses;
- ▶ Raise awareness on the sector of family-owned heritage houses; and
- ▶ Issue recommendations to EU institutions in order to unleash the sectors’ full potential.

About this EU funding guide

The analysis in the “Study of Heritage Houses for Europe” (see PART 3 of that study – “SWOT analysis”) showed that access to finance is an important challenge for many family owners of heritage houses. The sustainable financing of a family-owned heritage house will most often involve a combination of different sources of finance (e.g. generated revenues from the house (and/or the surrounding land), income from other sources, bank finance, grants, etc.). Also EU funding might be an option to consider when looking for financial resources for specific activities.

However, until now the EU funding instruments are hardly known by private heritage house owners. They are also difficult to access for a number of reasons that are explained further in the guide. **The aim of this EU funding guide is to increase the awareness of heritage house owners across Europe about the possibilities of EU funding by giving a structured non-technical overview of the most relevant EU funding and other instruments and their objectives.**

This funding guide does not pretend to be exhaustive and detailed. Its first aim is to provide private heritage house owners and their supporting sector organisations a helicopter view of the most relevant (funding) instruments that are available at the European level to potentially support:

- ▶ their activities and socio-economic contributions in European society, as demonstrated in PART 2 of the “Study of Heritage Houses for Europe”;
- ▶ their potential for business model innovation, as described in PART 4 of the “Study of Heritage Houses for Europe”.

We hope that this funding guide will inspire you to further explore the possibilities of European funding to support your ‘Exchange & Innovate’ journey.

Credits:

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PART 1 Manual to the EU funding guide



1 / EU support opportunities

Since January 1st 2014 the multiannual financial framework (2014-2020) for the European Union applies, with a total budget of around € 960 billion. This multiannual financial framework sets the limits and priorities for EU expenditure as a whole and in specific areas. A considerable amount of this budget is reserved for EU financial support programmes, to support the realisation of the European priorities in the different policy domains.

The current programming period 2014-2020 has a strong focus on supporting sustainable growth, job creation and strengthening the competitiveness (e.g. through stimulation of innovation and entrepreneurship). This focus directly stems from the [Europe 2020 strategy “Smart, inclusive and sustainable growth”](#), the most important policy document guiding the EU funding priorities in the current period.

1.1. Different types of EU support

EU funding programmes are important supporting instruments (such as e.g. Creative Europe, Erasmus+, etc.), which provide funding for specific projects. However next to these traditional funding programmes, there is a clear trend in the recent programming period to broaden the portfolio of EU instruments and to increasingly include also other types of financial and non-financial instruments to support the realisation of the EU policy priorities.

In the portfolio of EU support instruments, we distinguish the following types that are relevant in the context of this funding guide:

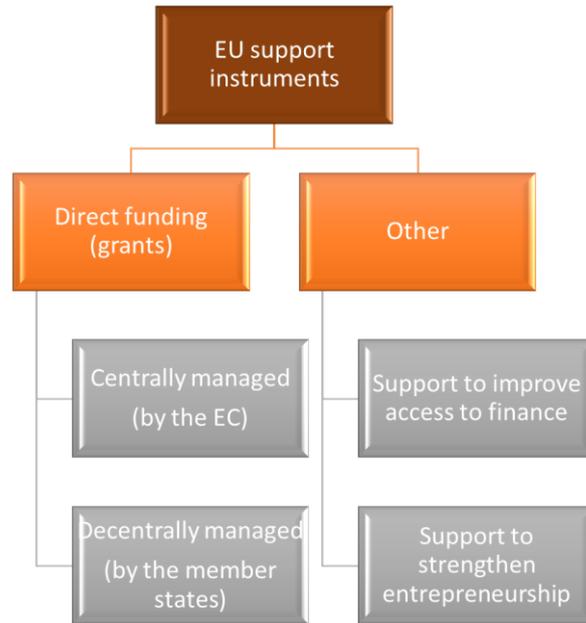
- ▶ There exist many funding programmes that provide **direct funding** through grants (such as e.g. Creative Europe, Erasmus+, etc.) in different policy domains. Grants can be applied for following specific calls for proposals. An important criterion in that respect is that the activities that you wish to fund are in line with the objectives of the specific EU funding programme and the call. Mostly, the grants do not cover 100% of the costs, but rather co-finance projects. The percentage co-finance varies between programmes and calls.

Most funding programmes are **managed centrally** by European Commission services. Applications need to be submitted centrally. A number of programmes are however **managed in a decentralised manner** (the EU Structural and Investment Funds). In those cases, applications need to be submitted nationally/regionally rather than centrally at the European level. For each of the support measures in this funding guide, we specify the managing unit as well as the application procedure.

- ▶ Next to the direct funding opportunities, the EU also provides other types of support that do not involve direct funding but rather support beneficiaries in other ways, such as
 - **support to better access other finance** for organisations. This support is directed towards financial intermediaries. It mostly involves the provision of guarantees to financial intermediaries when they grant loans or other types of finance to SMEs and other organisations.
 - **other non-monetary support to strengthen the competitiveness** of organisations at different levels (e.g. support development of entrepreneurship skills).

The primary focus of this funding guide is to highlight relevant direct funding opportunities. However, the guide also contains information on the most relevant other support measures of the EU for heritage house owners and their supporting sector organisations/networks.

Figure 1: Different types of : EU support instruments



1.2. Relevant EU funding programmes and other support measures

In August 2017 and in response to the 2018 European Year of Cultural Heritage (EYCH), a report “Mapping of Cultural Heritage actions in European Union policies, programmes and activities” was published. This report has been the starting point for the current funding guide, in which we highlight those EU funding opportunities and non-monetary support measures that are most relevant for family owners of heritage houses and update it with latest information.

More specifically, in this funding guide you find information on the following EU funding programmes:

- ▶ Creative Europe
- ▶ Erasmus+
- ▶ Europe for Citizens
- ▶ Horizon 2020 (incl. SME instrument)
- ▶ LIFE
- ▶ EU Structural and Investment (ESI) Funds
 - European Regional Development Fund (ERDF)
 - Cohesion Fund (CF)
 - European Agriculture Fund for Rural Development (EAFRD)
 - European Maritime and Fisheries Fund (EMFF)

Apart from these traditional (co-)funding programmes, we also highlight a number of other EU instruments that do not involve direct funding, but rather provide other types of support that could be relevant for heritage house owners (such as e.g. training, provision of guarantees):

- ▶ Facilitate access to finance: CCS Guarantee Facility
- ▶ Enhance competitiveness: COSME
- ▶ Stimulate entrepreneurship learning: Erasmus for Young Entrepreneurs (EYE)

- ▶ Business advice: Enterprise Europe Network (EEN)
- ▶ Facilitate access to (micro)finance: EU Programme for Employment and Social Innovation (EaSI)
- ▶ Support volunteering and community work: European Solidarity Corps
- ▶ Digital culture: EUROPEANA

For each of the above mentioned instruments you can find an information fiche in the next parts of the funding guide.

As mentioned in the introduction, the aim of this funding guide is not to be exhaustive but rather to provide a non-technical helicopter view of the EU funding programmes and instruments that are most relevant for family-owned heritage house owners. The funding guide is your starting point to further explore the possibilities of these instruments thanks to the multiple references to relevant websites and contact points that you find in the funding guide.

The funding guide contains a selection of funding opportunities that is relevant for 'most family-owned heritage houses'. However, the study has shown that the landscape of family-owned heritage houses is diverse (the context in which they operate, the business models and activities they develop, etc.). We therefore encourage family-owners of heritage houses to also consult the EC website https://ec.europa.eu/info/funding-tenders/funding-opportunities/funding-programmes/overview-funding-programmes_en, which provides an overview of all EU funding programmes.



2 / How to select relevant support measures?

Although multiple EU funding programmes and instruments exist, **not all programmes will be equally relevant** for you and their relevance for you might also change over time as your priorities in the management of the heritage house will change. Moreover, some EU funding programmes or instruments **might be hard to access alone** (e.g. it requires a consortium of different partners) **or even not accessible at all** (e.g. depending on your legal structure or location) (see also section 3 /).

To make your search for EU funding opportunities as relevant as possible, we have categorized the different instruments along two dimensions (see Table 1 and Table 2):

- ▶ Your legal structure: which legal structure is needed to access the EU support measures?
- ▶ Potential priorities for (the management of) the heritage house: what are the priorities you want to work on in the context of your heritage house and for which you like to receive EU funding? Each EU instrument has its own (policy) objectives that it wants to realize with the funding of projects. These objectives form the basis for the selection of projects to fund. It is therefore important to apply for funding only when your own priorities match well with the (policy) priorities of the funding programme.

On the basis of those filters you can explore the most relevant EU instruments for you in the next parts of the funding guide.

Table 1: Categorization of EU funding instruments according to accessibility for different legal structures

Legal structure	Relevant EU instruments
A natural person	Horizon 2020 (for researchers) SME instrument (under 'Horizon 2020') ESI Funds: EAFRD, EMFF Erasmus for young entrepreneurs (EYE) (for individuals with a business plan)* EU Programme for Employment and Social Innovation (EaSI)* European Solidarity Corps*
Not-for-profit private organisation	Creative Europe Erasmus+ Europe for Citizens Horizon 2020 SME instrument (under 'Horizon 2020') LIFE ESI Funds Erasmus for young entrepreneurs (EYE)* CCS Guarantee Facility* COSME* Enterprise Europe Network (EEN)* European Solidarity Corps*
Private profit organisation	Creative Europe Horizon 2020 SME instrument (under 'Horizon 2020') LIFE ESI Funds Erasmus for young entrepreneurs (EYE)* CCS Guarantee Facility* EU Programme for Employment and Social Innovation (EaSI)* COSME* Enterprise Europe Network (EEN)* European Solidarity Corps*

*instruments that do not provide direct funding, but rather non-monetary (business) support¹

Table 2: Categorization of EU funding instruments according to priorities for (the management of) the heritage house

Priorities for (the management of) the heritage house	Relevant EU instruments
Improve access to international markets	Creative Europe Europe for Citizens Enterprise Europe Network (EEN)*
Upscaling	SME instrument (under 'Horizon 2020')
Social contribution (to poverty reduction, social cohesion/inclusion,...)	Erasmus+ Horizon 2020 ESI Funds EU Programme for Employment and Social Innovation (EaSI)* European Solidarity Corps*
Develop new business models, new products/services	Creative Europe Horizon 2020 SME instrument (under 'Horizon 2020') ESI Funds
Promote networking and collaboration (e.g. projects with a European dimension aiming to share cultural content across borders)	Creative Europe Europe for Citizens ESI Funds COSME* Enterprise Europe Network (EEN)* European Solidarity Corps*
Enhance entrepreneurship and management skills	Erasmus+ Erasmus for young entrepreneurs (EYE)* COSME* Enterprise Europe Network (EEN)*
Support environmental and climate actions, Improve energy efficiency	LIFE ESI Funds
Improve/build digital infrastructure	Horizon 2020 Europeana
Facilitate access to finance	CCS Guarantee Facility* EU Programme for Employment and Social Innovation (EaSI)* COSME*

*instruments that do not provide direct funding, but rather non-monetary (business) support²

² We remark that part of the COSME budget is reserved for direct funding. However, this part is managed under Horizon 2020. See also the respective instruments' fiches.



3 / How to get the most out of existing EU support?

Despite the opportunities that EU funding programmes and instruments give to stimulate the development of activities in private heritage houses, accessing EU funding can be a complex and time consuming process.

Therefore it is important to be well informed and prepared before you start any application process. Here you find some last tips and guidelines to help you.

- ▶ Take your time to thoroughly explore and evaluate the different EU funding options in the context of your activities. Register yourself for relevant newsletters such as those of relevant European sector organizations, national contact points of EU programmes you're interested in, etc. They keep you up-to-date on interesting developments and might inspire you to further shape your project idea. Do not hesitate to also consult those supporting organisations about your project idea and/or interest to participate in EU funded projects.
- ▶ Share your ideas with other contacts in your network, to challenge and improve (or eliminate) it, share experiences, find other interested partners (direct or indirect),...
- ▶ Check out the EU [database of participants in past EU projects](#), where you can consult all partners that have participated in the different programmes. You can search the database making use of relevant selection filters such as programme, country, etc. The database can help you to make connections with relevant organisations that have already experience with EU-funded projects.
- ▶ Always put your activities and ambition at the centre and then start looking for the right finance/support, including potentially EU funding. Not the other way around. You might find that EU funding is not be the most relevant option to consider for your project, but that other types of finance or support are more relevant.
- ▶ EU funding applications often require the set-up of a consortium involving different (types of) partners (e.g. research institutes, local government bodies, companies, sector associations, etc.), making it a complex process to coordinate the writing of a strong proposal. As a private heritage house owner, you will generally not be in a position to lead such process, but you support organization can. You might however contribute to the project as subcontractor, location for research, member of a network, ... In that respect, networking is very important. Get your activities and project interests known, be involved in relevant network organisations that can support you in making the necessary connections with other potential partners.
- ▶ Preparing and submitting a strong EU project application can be time consuming, also depending on the role that you take in the project. Evaluate your costs and benefits: how much time/resources do I need to invest and what do I gain? Read e.g. also about the experiences and insights from three participants in recently successful projects under the LIFE programme [here](#).
- ▶ Most EU funding programmes require co-finance from the partners. If you are involved as partner, consider beforehand how you will manage the co-financing. If you are involved in other ways, make sure to have clear agreements with the (lead) partner about your part of the budget and the contributions that they expect you to make.
- ▶ Throughout Europe you can find private organisations and freelancers that are specialized in writing project proposals on behalf of others. Explore this possibility also for your project ideas. Here are some further tips that you should consider when evaluating the potential engagement of a professional proposal writer/consultant:

- Before you engage in such collaboration, it is important to evaluate their previous references, expertise in the relevant topic and their network of relevant contacts for your project. Inform yourself about these things with organizations that have already worked with such proposal writers. Your sector organization can be a good starting point in this respect.
- Some professional consultants only limit their engagement to writing the proposal for you and managing the submission. They can take care of collecting and integrating all necessary information for the project proposal, coordinating the collection of administrative documents, ensuring the timely submission of the proposal, etc. Their work usually ends when the proposal has been submitted. Other professional consultants might combine the above tasks also with an active role in the project execution (when it is successful) if the project is in line with their expertise. It is clear that both tasks require different skills and expertise. You should discuss the scope of their engagement at the beginning of the process and check their references accordingly. The type of engagement that they take, will most likely also be reflected in the way that they will be remunerated for their work (see next bullet).
- When it comes to remuneration for the proposal writing, there is no standard format. This should always be negotiated on a case-by-case basis, depending on the work load and type of involvement that the professional consultant takes in the process. But one (or a combination of) the following modes of remuneration is most commonly used:
 - a fixed fee that you agree upon upfront (based on a price quote that the consultant presents to you after having discussed the project and his engagement) for the work that will be done for the proposal writing/submission. Alternatively, when the work load is very uncertain at the beginning of the process, you might have to work with a fixed daily rate and a minimum/maximum total price range. In that case, it is important to ask for regular reporting on the progress;
 - a success fee that you pay to the consultant only when the project proposal has been successful and the project receives funding. In general, the success fee represents a specific percentage of the total project budget (e.g. 2% of the total budget). The percentage depends on the project volume, expected work load and engagement (see also last bullet).

Most consultants prefer either a fixed fee or a combination of both modes of remuneration. As such, they share the responsibility for success between both parties.

- When the consultant also takes an active role in the project execution when it is successful, (s)he will also take a share of the proposed project budget in line with the tasks that will be done in the project. This should be taken into account when drafting the project budget. Although strictly speaking the agreed budget for the project work is independent of the remuneration for the proposal writing, they are mostly taken together in the price negotiations. When the consultant has a higher involvement in the project execution, (s)he is often more inclined to take a higher risk during the proposal writing e.g. demanding a lower fixed fee or even no fee when the role in the project is considerable.
- The above tips illustrate that the range of possible involvement of professional consultants is broad and that much depends on mutual negotiations. Once agreed upon the format and conditions, make sure to formalize these agreements in writing (as with all contracts), so that you can return to this whenever there would be discussions.

Illustrative practice: Schloss Rotenturm, successful renovation through cooperation and co-funding from the European Regional Development Fund



New Private Owner (since 2008)

Country: Austria

In 2008, Viennese insurance and real estate specialist Prof. Heinz Schinner acquired Schloss Rotenturm. He diligently renovated the castle and its 11 hectare park from 2009 to 2016. In 2016, the renovation was completed with a total cost of 2 million euros, of which €450.000 from the European Regional Development Fund (ERDF).

Schloss Rotenturm is used as a family residence. At the same time, the estate serves as an event venue. The ballrooms in the castle are open for private and business events. There are also 4 guest apartments available. Guided tours and castle concerts are organised on a regular basis. The estate is also a recent member of "Schlösserstraße" (castle road). This partnership will help to market the estate to a wider public.

Valorising the possibilities of EU funding - learning lessons:

- ✓ Start from a clear concept for renovation. This is needed to make necessary bold decisions, attract the right finance, select the right renovation partners. Build your project management from there.
- ✓ Involve partners to strengthen your project at different stages of the process. The renovation of Schloss Rotenturm was carried out in cooperation with the Austrian Federal Monuments Office. For the application to ERDF, a professional consultant was involved, resulting in a successful application.

Estate website: <https://schlossrotenturm.at/>

Read all details on Schloss Rotenturm in the illustrative practices report



PART 2

EU funding programmes



1 / Creative Europe (2014-2020)

1.1. What?

The primary goal of Creative Europe is to safeguard and promote cultural and linguistic diversity and to strengthen the competitiveness of the cultural and creative sectors. A main objective is for cultural, creative and audiovisual actors to reach new audiences and to develop the necessary skills to grow and flourish in a digital age. The Creative Europe programme supports cross-border projects in all fields of culture, including heritage.

Creative Europe can be divided into three strands:

- ▶ The "Culture sub-programme" for cultural & creative sectors
- ▶ The "Media sub-programme" for the audiovisual industries
- ▶ The "Cross-sectoral strand" for joint projects between the cultural & creative sectors and the audiovisual industries.

Creative Europe builds on the former Culture, MEDIA and MEDIA Mundus Programmes, that ran from 2007 to 2013, and brings these programmes together.

1.2. Total budget and responsible management unit

The Creative Europe programme has a total budget of €1.46 billion for the period 2014-2020, of which €422 million will be spent within the Culture sub-programme (31%).

The Responsible Directorate-General is the Directorate-General for Education, Youth, Sport and Culture (DG EAC). The Education, Audiovisual and Culture Executive Agency (EACEA) is responsible for the management of the programme.

1.3. Relevant projects/calls

For applicants seeking to apply for funding for their family-owned heritage house, grants given out by the Culture sub-programme may be most suitable. The Culture sub-programme supports four types of initiatives: European platforms, European networks, European cooperation projects and literary translations. Within the Culture sub-programme, specific attention is given to heritage, as a recent call for "Design and management of networking and capacity building activities for European Heritage Label sites" demonstrates.

Calls for proposals are issued throughout the year, with at least 18 calls open or planned for the year 2019. For an overview of all expired, open and planned calls within the Creative Europe programme, please click [here](#).

Examples of heritage projects (co-)funded by Creative Europe:

Supporting the tourism information network of industrial heritage in Europe (ERIH)

ERIH, the European Route of Industrial Heritage, is the tourism information network of industrial heritage in Europe. It has been established in 1999 to protect and promote industrial heritage in Europe. The ERIH website presents over 1,800 industrial heritage sites from all over Europe. 19 Regional Routes introduce in more detail the industrial history of landscapes, which were particularly influenced by industrialization.



ERIH used this EU funded project to strengthen the network and its visibility, develop additional services for members, encourage more active participation in the network and support the exchange of experience and cultural co-operation (joint events, audience development, cultural and artists exchange etc.). Since 2019 ERIH has been certified as "Cultural Route of the Council of Europe".

Funding programme: Creative Europe, sub-programme Culture – Action: Networks

EU funding: €184.143 (level of funding: 60%)

Project period: Oct 2015 – Sept 2016

Project website: <https://www.erih.net/>

Digital stories of small historic towns



Thousands of Europe's small historic towns face long-term threat due to remoteness, depopulation, economic decline and changing technological/lifestyle trends. Activating their cultural heritage for their sustainable development remains a challenge.

In this EU funded project, 4 cultural organisations that represent small historic towns in Slovenia, Italy and Serbia together with 5 sector networks explore how new digital technology, coupled with close relationships with audiences and learning among partners can improve the 'digital' attractiveness of cultural heritage and can promote interaction with 'new digital audiences' in small historic towns.

Funding programme: Creative Europe, sub-programme Culture – Action: Cooperation projects

EU funding: €197.978

Project period: Sept 2016 – Sept 2018

Project website: <https://www.distory.si/>

1.4. Who can apply?

The Creative Europe Programme is open to organisations in the cultural and creative sector, both from EU Member States and non-EU countries. Non-EU countries can participate in the programme if they have joined the EEA (European Economic Area), ENP (European Neighbourhood Policy) or if they are (potential) candidates for EU membership. Non-EU countries that are eligible to apply to the programme are:

- ▶ EEA countries: Iceland, Liechtenstein, Norway and Switzerland,
- ▶ (Potential) candidates for EU membership: Montenegro, Serbia, the former Yugoslav Republic of Macedonia, Turkey, Albania, Bosnia and Herzegovina, Kosovo,
- ▶ ENP countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, Algeria, Egypt, Morocco, Tunisia, Jordan, Lebanon, Libya, Palestine, Syria and Israel.

Non-EU countries have to pay a fee to be able to participate. This fee is based on their GDP in relation to the budget of the programme.

In case applicants wish to apply jointly (for instance for a European network initiative), all applicants (the project leader and the partners) must be active in the cultural and creative sectors. Proof of this activity may be requested (such as for instance statutes/articles of association, activity reports). The project leader must demonstrate its existence as a legal person for at least 2 years on the date of the deadline for submission.

If an organisation wishes to apply for a grant individually, it must demonstrate to be a legal person and they must have had a legal personality for at least 2 years on the date of the deadline for submissions. Natural persons and individuals are not eligible to apply.³

1.5. Application process

Applications to the Creative Europe programme have to be submitted through the Education, Audiovisual and Culture Executive Agency (EACEA) participant portal. To be able to enter this portal, applicants first need a European Commission Authentication Service (ECAS) account. This can be done [here](#).

After doing so, the applicant receives a Participant Identification Code (PIC)⁴ to login to the portal and submit their application. Find more information on the steps to take [here](#).

When applying for a grant within the Culture sub-programme, applicants may consider reading the [expert guide](#), which outlines the quality assessment procedure that experts follow when allocating funding. Each call will also provide a guide for applicants, which should be read carefully.

1.6. Funding modalities

For most projects some level of co-funding by the applicant is required. The exact level of funding provided by Creative Europe differs per call. We refer to the specific call guidelines for the funding modalities of individual calls.

For joint initiatives, such as cooperation/networking projects, the Creative Europe's Culture sub-programme distinguishes two types of projects. These are:

- ▶ Category 1 - Smaller scale cooperation projects
- ▶ Category 2 - Larger scale cooperation projects

Each category comes with specific funding modalities.

³ Applicants seeking financing via the CCS Guarantee Facility may get exemption from this rule (see PART 31 /).

⁴ Note that each organisation can only register once. Check whether your organisation is already registered before trying to register (this can be checked online with the Search tool on the ECAS website).

Category 1 – Smaller scale cooperation projects:

- ▶ Must involve a project leader and at least two other partners having their legal seat in at least three 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 an EU Member State or EEA country.
- ▶ The application may request up to €200.000, representing maximum 60% of the total eligible budget.

Category 2 - Larger scale cooperation projects:

- ▶ Must 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 an EU Member State or EEA country.
- ▶ The application may request up to €2.000.000, representing maximum 50% of the total eligible budget.

For cooperation projects, the project must be based on a cooperation agreement concluded between the project leader and the partners. The cooperation agreement must state all the legal and financial conditions of cooperation between the partners as well as their operational responsibilities in the implementation of the project.

1.7. European Heritage Awards/Europa Nostra Awards

Apart from project grants, each year Creative Europe also awards the European Heritage Awards/Europa Nostra Awards to historical heritage sites. With the Prize, Creative Europe aims to highlight some of Europe's best achievements in heritage care, to promote excellence in cultural heritage work in Europe and to contribute to stronger public recognition of the value of European heritage. Prizes are awarded in four main categories:

- ▶ Conservation projects
- ▶ Research
- ▶ Dedicated service to heritage conservation
- ▶ Education, training, and awareness raising within Europe's cultural heritage sector.

Individuals, organisations and institutions working in any domain of heritage, including craftsmanship, conservation, research, educational and awareness programmes, architecture, volunteering projects, and local community engagement may submit applications. Up to 30 heritage projects can be awarded, of which maximum seven receive a Grand Prix Award of € 10,000. One project can receive the Public Choice Award.

Find more information [here](#).

1.8. European Heritage Label

Since 2013, Creative Europe gives a European Heritage Label to sites that played a significant role in Europe's history and organize activities that bring the European Union and its citizens closer together. These sites could be monuments, urban sites, cultural landscapes or remembrance sites, amongst others.

The European Heritage Label is open to sites in the following EU Member States which confirmed their participation in the initiative: Austria, Belgium, Bulgaria, Czech Republic, Croatia, Denmark, Finland, Germany, Estonia, Greece, Spain, France, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, the Netherlands, Poland, Portugal, Romania, Slovenia and Slovakia.

The selection process is two-phased:

- ▶ First, sites in participating countries are pre-selected at a national level every two years, with a maximum of two sites pre-selected.
- ▶ The applications are then forwarded to the European Commission by 1 March of the selection year, where they are assessed by a panel of independent experts who issues a report including recommendations on which sites should be awarded the label. On the basis of the panel's recommendations, the Commission formally designates the sites which will be awarded the label.

Receiving the label does not entail any grants or other kinds of benefits, it simply functions as a recognition award.

Find more information about the European Heritage Label [here](#). The 'How to apply?' section provides links to the national guidelines for application as well as the contact details of the national coordinators.

1.9. Further information

1.9.1 Programme website

https://ec.europa.eu/programmes/creative-europe/node_en

1.9.2 Information desk

Contact details specific to each country can be found [here](#).

The FAQ page of the Cultural sub-programme can be found [here](#).



2 / Erasmus+ (2014-2020)

2.1. What?

Erasmus+ aims to boost skills and employability, as well as modernising education and training in Europe. It supports many different types of activities in the area of education, training, youth and sport. Erasmus+ does not just offer opportunities to students, but brings together as much as 7 programmes, including the Lifelong Learning Programme, relevant for organisations and individuals in various stages in life.

A major aspect of Erasmus+ is the provision of opportunities for over 4 million Europeans to study, train, gain work experience, and volunteer abroad.

2.2. Total budget and responsible management unit

Erasmus+ has a budget of €14.7 billion for the period 2014-2020, with an additional €1.68 billion for funding actions with third countries.

The Responsible Directorate-General is the Directorate-General for Education, Youth, Sport and Culture (DG EAC). Erasmus+ is managed by the Education, Audiovisual and Culture Executive Agency (EACEA), a number of National Agencies in Programme countries, and a series of National Offices in some Partner countries.⁵

2.3. Relevant projects/calls

Family owners of heritage houses may apply for Erasmus+ support as individuals or organisations.⁶ Erasmus+ currently focuses on five key areas of action:

- ▶ Improving learning mobility of individuals;
- ▶ Support for policy reform;
- ▶ Jean Monnet Activities, consisting of six Actions that aim to promote excellence in teaching and research on EU studies around the world;
- ▶ Sport;
- ▶ Innovation and good practices.

Family-owners of heritage houses may be interested to apply to calls in the key action area of 'Innovation and good practices'. This key action prioritises innovational education, experience sharing and youth employment. It supports amongst other things, strategic partnerships, knowledge alliances and capacity building in the youth field. The programme can thus support the development of innovative practices in family-owned heritage houses.

Erasmus+ currently has 12 open calls for 2019. These, as well as closed and planned calls, can be found [here](#).

⁵ See section 2.4 to find out which countries are Programme countries, and which are Partner countries.

⁶ See section 2.4 for the criteria.

Example of a heritage project (co-)funded by Erasmus+:

EUHeritage - Skills for the promotion, valorisation, exploitation, mediation and interpretation of the European cultural heritage

The heritage sector in Europe is facing multiple challenges, from an aged workforce to technological changes that shakes off the traditional models of promotion, audience development, etc. , requiring new approaches and abilities. The EUHeritage project aims to improve the training and retraining of managers of cultural heritage sites and professionals working in the sector, in order to tackle these challenges and to enhance the potentials of connecting the heritage sectors with other sectors, i.e. tourism, digital, Creative and Cultural industries, entrepreneurship & business.

Among other activities, the project will build e-learning platforms within open educational resources and produce learning materials integrating the perspectives and results produced in the sectors of cultural heritage, culture and tourism in Europe.

Funding programme: Erasmus+, Cooperation for innovation and good practice exchange component – Sector Skills Alliance

EU funding: €985.353

Project period: Jan 2019 – Dec 2021

Project website: <http://www.euheritage.eu/>

2.4. Who can apply?

Erasmus+ is open to both individuals and organisations (universities, cultural centres, sport clubs). Individuals must be students, educational staff, youth workers, trainees or young people. If family-owners of heritage houses do not match these criteria, they may choose to apply as an organisation.

Eligibility varies depending on the country of the applicant. Erasmus+ distinguishes Programme countries and Partner countries. The former group includes all EU Member States, plus Macedonia, Iceland, Liechtenstein, Norway, Serbia and Turkey; these countries are eligible to all Erasmus+ actions. The eligibility of the Partner countries is restricted and conditional, depending on the specific Erasmus+ action. For a full list of all Partner countries, visit the [website](#).

2.5. Application process

Within Erasmus+, two types of calls can be distinguished:

- ▶ First, there are decentralised calls, managed by the [National Agencies](#).
- ▶ Second, the centralised calls are managed by the DG for Education, Youth, Sport and Culture.

Applicants seeking to apply for a decentralised activity of Erasmus+ must submit their application using the [Erasmus+ application portal](#).

Applications seeking to apply for a centralised activity of Erasmus+ must submit their application through the EACEA participant portal. To be able to enter this portal, applicants first need to create an ECAS account. This can be done [here](#). Then, the applicant can continue to register as an organisation at the EACEA participant portal.

After doing so, the applicant receives a Participant Identification Code (PIC)⁷ to login to the portal and submit their application. Individual applicants need to apply via the organisation they are part of (for instance their university). Find more information on the steps to take [here](#).

2.6. Funding modalities

Funding modalities differ per funding opportunity. Some level of co-funding by the applicant is required in nearly all cases. Typically, a maximum of around 75% of total eligible costs is covered by Erasmus+. When preparing your application, be sure to read the application guide carefully. Information about funding modalities can usually be found under the heading "Budget".

2.7. Further information

2.7.1 Programme website

https://ec.europa.eu/programmes/erasmus-plus/node_en

2.7.2 Information desk

Contact details specific to each (Programme or Partner) country can be found [here](#).

The Erasmus+ Help page and FAQ page can be found [here](#).

⁷ Note that each organisation can only register once. Check whether your organisation is already registered before trying to register (this can be checked online with the Search tool on the ECAS website).



3 / Europe for Citizens

3.1. What?

The Europe for Citizens programme (2014-2020) supports projects related to European integration and history. In this way, it aims to contribute to citizens' understanding of the EU, its history and diversity. Besides, it seeks to foster European citizenship and improve the conditions for civic and democratic engagement within Europe. A focal point of Europe for Citizens is to encourage debate, reflection and collaboration in the field of remembrance, history and integration.

3.2. Total budget and responsible management unit

Europe for Citizens has a total budget of €185 million for the period of 2014-2020.

The responsible Directorate General is the Directorate General for Migration and Home Affairs of the European Commission. The programme is implemented with the support of the Education, Audiovisual and Culture Executive Agency (EACEA).

3.3. Relevant projects/calls

The programme supports a wide range of activities and organisations that promote active European citizenship through involving citizens across Europe. Europe for Citizens consists of two strands. These are:

- ▶ **European remembrance:** The European remembrance strand offers funding for projects reflecting on the causes of totalitarian regimes and since 2014 as well projects on other defining moments in modern European history (starting from 20th century). This strand is designed to expand citizens' understanding of the EU and its history and diversity. More specifically, it seeks to raise awareness to remembrance, common history and values. Activities supported under this strand include projects focussed on tolerance, mutual understanding, intercultural dialogue and reconciliation. Projects should be organised jointly, with the involvement of different types of organisations (local authorities, NGO, educational institutions, etc.) and they should develop various kinds of activities (exhibitions, debates, carry out research, etc.).
- ▶ **Democratic engagement and civic participation:** This strand is set up to promote a sense of European citizenship and to increase levels of civic and democratic participation in (EU) policymaking. The following types of activity are supported under the Civic participation and democratic engagement strand:
 - **Town twinning:** This measure supports projects that bring together a wide range of citizens from twinned towns to discuss topics aligned with the objectives of the programme.
 - **Networks of towns:** Municipalities, regions and associations working together on common themes over the long term can develop networks to make their cooperation more sustainable and exchange good practice.
 - **Civil society projects:** This measure offers grants to support projects promoted by transnational partnerships and networks that directly involve citizens. Citizens are invited to collaborate on or debate multi-annual priority themes at local and European levels.

The programme's two strands are complemented by a cross-cutting measure for the dissemination and use of the projects' results.

The programme uses action grants to support projects and operating grants to support organisations active in the thematic areas targeted by the programme.

The Europe for Citizens programme applies permanent and multi-annual thematic priorities. In 2019, the priorities of the programme are the following:

- ▶ Within the European Remembrance strand:
 - Commemorations of major historical turning points in recent European history. Reference dates in 2019:
 - 1919: Peace treaties bringing World War I to an end (including the Treaty of Versailles)
 - 1939: End of Spanish civil war in a European perspective
 - 1979: European Parliament elections (first directly elected European Parliament)
 - 1989: Democratic revolutions in Central and Eastern Europe and the fall of the Berlin wall
 - 2004: 15 years of EU enlargement into central and Eastern Europe
 - Civil society and civic participation under totalitarian regimes
 - Antisemitism, anti-gypsyism, xenophobia, homophobia and other forms of intolerance: drawing the lessons for today
 - Democratic transition and accession to the European Union
- ▶ Within the Democratic engagement and civic participation strand:
 - Debating the future of Europe and challenging Euroscepticism
 - Promoting solidarity in times of crisis
 - Fostering intercultural dialogue and mutual understanding and combatting the stigmatisation of migrants and minority groups

Currently, four calls are open within the Europe for Citizens programme. Find the full list [here](#).

For examples of projects that already received funding from Europe for Citizens, have a look at [this](#) website.

Example of a heritage project (co-)funded by Europe for Citizens:

Targeting History and Memory

Societies in the Balkan are still confronted with wounds of wars in the 90's. The wars have produced a European cultural catastrophe. Only in Bosnia and Herzegovina, more than 2.000 mosques, Catholic and Orthodox churches and other historic buildings were either damaged or destroyed during the wars. The project 'Targeting History and Memory' presents cultural heritage as a resource to facilitate peaceful coexistence by promoting trust and mutual understanding and to raise awareness that all forms of cultural heritage destroyed in wars in 90's are valued as equal in importance. Specific objectives of the project are 1/ to explore and reflect cultural richness of different social groups specially focusing on ethnic minorities and to enhance creative processes towards acceptance of diversity in the public space; 2/ to engage large and diverse audiences in the promotion of intercultural dialogue in order to develop a deeper understanding and public affirmation of multi-perspectivity and interculturalism; 3/ to contribute to the development of inclusive remembrance culture on all victims, social solidarity and collaboration across post-Yugoslav countries and the wider region. The project consists of exhibitions, public discussions, study tour, educational activities and an international conference.

Funding programme: Europe for Citizens – Strand 1: European Remembrance

EU funding: €99.750

Project period: Sept 2016 – April 2018

Project website: <http://www.euheritage.eu/>

3.4. Who can apply?

Applicants must be either public bodies (such as municipalities or provinces) or non-profit organisations with a legal personality. Applicants must be based in an EU Member State or a participating country.⁸

For some calls, there may be additional requirements for legal status, e.g. having legal status for at least 2 years on the deadline date for submission. For further information as regards the eligibility, selection and award criteria, please refer to the Europe for Citizens [programme guide](#) available in 23 languages.

3.5. Application process

Applicants seeking to apply for funding provided by Europe for Citizens must submit their application through the EACEA participant portal. To be able to enter this portal, applicants first need to create an ECAS account. This can be done [here](#). Then, the applicant can continue to register as an organisation at the EACEA participant portal.

⁸ That is, in: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom, Albania, Bosnia & Herzegovina, former Yugoslav Republic of Macedonia, Montenegro, Serbia or Kosovo.

After doing so, the applicant receives a Participant Identification Code (PIC)⁹ to login to the portal and submit their application. Find more information on the steps to take [here](#).

When preparing your application, be sure to read the Europe for Citizens [programme guide](#) thoroughly.

3.6. Funding modalities

Grants provided through Europe for Citizens typically require some level of co-funding from the applicant.

For Remembrance projects, funding support will be provided up to a maximum of €100.000 per project and projects may last 18 months at most. For Civil Society projects, maximum funding support is €150.000 per project and projects may last at most 18 months.

3.7. Further information

3.7.1 Programme website

https://eacea.ec.europa.eu/europe-for-citizens_en

3.7.2 Information desk

All contact information can be found on [this](#) webpage.

Answers to FAQ can be found [here](#).

⁹ Note that each organisation can only register once. Check whether your organisation is already registered before trying to register (this can be checked online with the Search tool on the ECAS website).



4 / Horizon 2020 (incl. SME instrument)

4.1. What?

Horizon 2020 is the European Union's programme for Research and Innovation. Horizon 2020 can be seen as a continuation of earlier framework programmes of the EU (FP 6 and, most recently, FP 7 which ran until 2013).

4.2. Total budget

The total budget of Horizon 2020 for the period 2014-2020 is €80 billion.

A total budget of €200 million is available for cultural heritage within the Horizon 2020 programme for the period 2018-2020. €300 million has already been spent on cultural heritage between 2014 and 2018. The responsible Directorate-General is the Directorate General for Research and Innovation (DG RTD).

4.3. Relevant projects/calls

Although Horizon 2020's primary focus is on technology and innovation, there is room for support for cultural heritage too, especially within the Societal Challenges pillar (the other two pillars being Excellent Science and Industrial Leadership), as the European Commission recognises that cultural heritage is a major contributor to tourism, social cohesion, employment and civic and environmental engagement.

More specifically, the Societal Challenges pillar is designed around a number of challenges, two of which are especially relevant to cultural heritage: challenge 5 "[Climate action, environment, resource efficiency and raw materials](#)" and challenge 6 "[Europe in a changing world: Inclusive, Innovative and Reflective Societies](#)". The former includes, most importantly, research in the field of cultural heritage, whereas the latter focuses on the transmission of European cultural heritage to a wide audience.

The objective of Horizon 2020 regarding cultural heritage is threefold:

- ▶ Economic: the aim is to promote innovative finance, investment, governance, management and business models to increase the effectiveness of cultural heritage as an economic production factor.
- ▶ Societal: the aim is to promote the innovative use of cultural heritage to encourage integration, inclusiveness, cohesion and participation.
- ▶ Environmental: the aim is to promote innovative and sustainable use of cultural heritage to enable it to realise its full potential in contributing to the sustainable development of European landscapes and environments.

A great number of funding and tender opportunities is available for the year 2019 and beyond. Opportunities in the Societal Challenges pillar specifically can be found [here](#). Interesting calls for family-owners of heritage houses within this pillar for instance include the currently open call for "Collaborative approaches to cultural heritage for social cohesion" (deadline March 2019).

For a full overview of all calls for funding and tender within Horizon 2020, please visit [this](#) webpage.

For examples of projects that received support from Horizon 2020 in 2018 (the European Year of Cultural heritage), please visit [this](#) webpage.

Example of a heritage project (co-)funded by H2020:

CLIC – Circular models leveraging investments in cultural heritage adaptive reuse

There is a growing risk that the decay of heritage increases year by year, because of lack of funding support and viable business models.

Flexible, transparent and inclusive tools to manage change are required to leverage the potential of cultural heritage for Europe, fostering adaptive reuse of cultural heritage/landscape. Tools for management of change should consider costs and benefits at the local level and for all stakeholders, including future generations, and should take into account the cultural, social, environmental and economic costs of disrepair through neglect, compared to the benefits obtained through diverse scenarios of transformation/integrated conservation. CLIC's goal is to identify evaluation tools to test, implement, validate and share innovative "circular" financing, business and governance models for systemic adaptive reuse of cultural heritage and landscape

Funding programme: Horizon2020 - EU 3.5.6. Cultural Heritage

EU funding: €4.957.033 (100% funding)

Project period: Dec 2017 – Nov 2020

Project website: <https://www.clicproject.eu/>

4.4. Who can apply?

Eligible applicants are located in an EU Member State or a third country (for a full list, please click [here](#)). Applicants can be either natural or legal persons. That is, they can be any kind of company, university, individual, NGO, etc.

Project proposals must be related to research or innovation in some way. Next to that, applicants must prove that they are able to carry out the research tasks they propose (both operationally and financially).

Many funding opportunities within Horizon 2020 concern collaborations. Hence, applying for these opportunities requires finding a partner. To find a project partner, aspiring applicants can visit [this](#) database.

4.5. Application process

The application procedure requires registration in the Participant Register of Horizon 2020. This can be done [here](#). Applicants will then receive a 9-digit Participant Identification Code (PIC), to be used in all further correspondence with the European Commission.¹⁰

After successful registration, applicants can upload the required documents (please carefully read the call description to find out which documents are required).

Find more detailed information about each step of the application procedure [here](#).

4.6. Funding modalities

The level of funding provided by Horizon 2020 differs per call and may in some cases go up to 100%. Please read the call description carefully to find out which funding modalities apply.

¹⁰ Note that organisations can only register once. Check whether your organisation is already registered before trying to register.

Generally, these are the standards regarding co-financing:

Type of project	Description	Subsidy/co-financing	Number of partners
Research and Innovation Activities (RIA)	Research project (with possible innovative output)	100%	3 or more
Innovation (I)	Innovation project (demo, pilot, market replication)	70% (non-profit 100%)	3 or more
SME Instrument (SME)	Innovation project by an SME	70% / 100%	1 or more
Coordination and support action (CSA)	Supporting activities	100%	3 or more
Pre-Commercial Procurement (PCP)	Call for tender: research and innovation	70% co-financing	1 or more
Public Procurement of Innovation (PPI)	Call for tender: innovative products and services	33% co-financing	3 or more
ERA-NET	Coordination of national research programmes	33% co-financing	3 or more

4.7. SME instrument

The SME instrument, as part of Horizon 2020, is designed to fund high-potential innovation developed by SMEs. Innovations should have large market-creating potential and SMEs should have a clear commercial ambition. The focus of the SME instrument is not predefined; all kinds of SMEs may apply. However, the SME instrument seems to favour SMEs operating in the technological industries, given the requirement of “breakthrough innovation” and the focus on prototyping, intellectual property, etc.

More information about the Horizon 2020 SME instrument is available [here](#).

4.8. Further information

4.8.1 Programme website

Horizon 2020 website: <https://ec.europa.eu/programmes/horizon2020/en>

4.8.2 Information desk

Find the Horizon 2020 leaflet about Cultural heritage [here](#).

Visit the FAQ page of Horizon 2020 [here](#).



5 / LIFE

5.1. What?

LIFE is the EU's funding instrument for the environment and climate action. The LIFE programme is divided into **two sub-programmes, one for Environment and one for Climate Action**.

The LIFE programme funds different types of projects:

- ▶ **Traditional projects** that receive grants for actions in the fields of
 - Environment: actions related to nature conservation and biodiversity, environment and resource efficiency, environmental governance and information;
 - Climate action: actions related to climate change mitigation (renewable energies, energy efficiency, farming, land use, and peatland management), climate change adaptation (resilience to water scarcity, droughts, forest fires or floods, adaptive technologies for economic sectors, and safeguarding natural resources) and climate governance and information (awareness raising, training and capacity building, law compliance and enforcement, knowledge development and stakeholder participation);
- ▶ **Integrated projects** that combine LIFE funding with other sources of support to maximise their impact over a large area (regional, multi-regional, national or trans-national);
- ▶ **Preparatory projects** that address specific needs for the development and implementation of EU environmental policy and law; and
- ▶ **Technical assistance projects** that provide action grants and financial support to help applicants prepare integrated projects.

You can search for past LIFE projects in the LIFE [project database](#).

5.2. Total budget and responsible management unit

LIFE has a total budget of €3.4 billion for the current funding period 2014-2020, the sub-programme for environment representing 75% of the overall financial envelope and the one for climate action representing 25% of the envelope.

The responsible Directorate Generals of the European Commission are the Directorate General for Environment and the Directorate General for Climate Action. The programme is managed by the Executive Agency for Small and Medium-sized Enterprises (EASME).

5.3. Relevant projects/calls

The Commission publishes calls for proposals (based on the LIFE multiannual work programmes) per year. Currently, all calls for proposal for 2019 are published.¹¹ Check the LIFE [website](#) for all latest information on open calls for proposal.

5.4. Who can apply?

Any public or private organisation registered in the European Union can submit a proposal for LIFE traditional, integrated, preparatory, and technical assistance projects under the sub-programmes for environment and climate action¹²: public bodies, private for-profit organization, non-profit organisation (NGOs etc.).

Both individual organisations and consortia of different partners (from one or multiple countries) can apply for LIFE projects.

5.5. Application process

Different application procedures apply for the different sub-programmes and project types under LIFE. Consult the [LIFE - How to apply website](#) for all details about the different procedures.

5.6. Funding modalities

All types of LIFE funded projects require co-finance. In general, both sub-programmes co-finance traditional LIFE projects with up to 55% of the total eligible project costs. An exception are nature and biodiversity projects under the environment sub-programme, which can receive up to 60%, or 75% in specific cases.

Preparatory and integrated projects are co-funded with up to 60%. Technical assistance projects can receive a contribution of up to 55%, which cannot exceed EUR 100,000.

5.7. Further information

5.7.1 Programme website

<https://ec.europa.eu/easme/en/life>

5.7.2 Information desk

All contact information can be found on [this](#) webpage.

Answers to FAQ can be found [here](#).

¹¹ Deadline for submission has already passed for most calls

¹² Specific conditions apply to capacity building projects under LIFE. See <https://ec.europa.eu/easme/en/section/life/2018-life-call-proposals-capacity-building-projects>



6 / EU Structural and Investment (ESI) Funds (2014-2020)

6.1. What?

The European Union's Cohesion Policy – focused on reducing regional inequalities in income, wealth and opportunities – receive funding from: the European Regional Development Fund (ERDF), the European Social Fund (ESF) and the Cohesion Fund (CF). The objective of the Cohesion policy, as defined in the Lisbon Treaty, is to strengthen the economic, social and territorial cohesion of the Union. In the 2014-2020 budgetary period, coordination and coherence between cohesion policy and the other EU policies contributing to regional development, namely rural development and fisheries and maritime policy, has been strengthened by laying down [common provisions](#) for the ERDF, the ESF, the Cohesion Fund, the European Agricultural Fund for Rural Development (EAFRD), and the European Maritime and Fisheries Fund (EMFF). All five funds together are known as the European Structural and Investment (ESI) Funds. With the exception of ESF (which is not relevant in the context of this funding guide), we introduce each of these funds in more detail in the following paragraphs.

You can obtain financing from the ESI Funds regardless of what region you are in. The Commission is not involved in selecting projects – this is done by the national and regional authorities responsible for managing the programmes. These 'managing authorities' lay down selection criteria, organise selection committees and – via a project tendering procedure open to all – decide which projects will receive European funding.

6.1.1 European Regional Development Fund (ERDF)

The ERDF aims to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions. To this end, it provides financial support for the development and structural adjustment of regional economies, economic change, enhanced competitiveness as well as territorial cooperation throughout the EU. Under the thematic objective of "Preserving and protecting the environment and promoting resource efficiency", the ERDF provides support to protect, promote and develop cultural heritage. Please note that you may live in a region which is not covered by a programme that selected the investment priority allowing the support for the protection, promotion and development of cultural heritage.

To successfully apply for funding under the ERDF, your project needs to contribute to the objectives of the given operational programme. Some programmes may put emphasis on the contribution to social inclusion, other may stress environmental or economic goals. It is important to consult the specific programme that provides support and understand its priorities, in order to be able to adjust your project idea to the objectives of the programme.

Learn more about the ERDF [here](#).

Please read the case of Schloss Rotenturm in the illustrative practice report as an example of a family-owned heritage site that received funding from the ERDF.

A summary fiche of the case is included in PART 1, Section 3/ of this funding guide.

6.1.2 Cohesion Fund (CF)

The CF specifically targets EU Member States where the GDP is less than 90% of the EU average. The CF contributes to financing environmental measures and trans-European transport networks - particularly high-priority projects of European interest. The Cohesion Fund may also be used to finance the priorities of the EU's environmental protection policy.

The main priorities lie in reducing economic and social disparities and promoting sustainable development. This means that funding support is given to:

- ▶ Trans-European transport networks
- ▶ Investment in the environment, including areas related to sustainable development and energy which present environmental benefits.

CF may provide support to energy efficiency measures, smart energy management and renewable energy use in the housing sector.

For the period 2014-2020, the designated countries are Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia and Slovenia.

Learn more about the CF [here](#).

6.1.3 European Agriculture Fund for Rural Development (EAFRD)

The EAFRD aims to foster the competitiveness of agriculture, ensure the sustainable management of national resources, support climate actions, and achieve a balanced territorial development of rural economies and communities. This also includes restoration, maintenance and upgrading of cultural and natural heritage sites and rural landscapes. Thus, it is important to note that the EAFRD does not only fund farming-related activities, but has a much wider scope.

Learn more about the EAFRD [here](#).

6.1.4 European Maritime and Fisheries Fund (EMFF)

The EMFF aims to increase both employment and territorial cohesion in coastal and inland communities that largely depend on fishing and aquaculture. One of its objectives, for instance, is to diversify activities within fisheries and develop other sectors of the maritime economy. Member States are allocated a share of the budget according to the size of their respective fishing economies. Heritage house-owners may successfully apply for funding if they can show that their project proposal is related to, for instance, seafood gastronomy, coastal and inland trails, pesca tourism, diving, etc.

Learn more about the EMFF [here](#).

6.2. Total budget and responsible management unit

For the 2014-2020 programming period, €454 billion has been allocated to the ESI funds. Adding to this figure national co-financing, which is expected to reach some €183 billion, the total investment will amount to at least €637 billion.

ESI funds are distributed amongst the Member States, with those states that are lagging behind receiving the biggest share:

- ▶ €182.2 billion has been allocated to less developed regions (with a GDP of less than 75% of the EU-27 average);
- ▶ €35 billion has been allocated to transition regions (with a GDP of between 75% and 90% of the EU-27 average);
- ▶ €54 billion has been allocated to more developed regions (with a GDP of more than 90% of the EU-27 average).

Each Member State has a partnership agreement with the European Commission, specifying how the allocated ESI funds will be used in the period 2014-2020. Further management of the ESI funds happens in a decentralised

manner (i.e. at member state level). Each Member State has an investment programme in line with the partnership agreement. We refer to the [data website of the ESI funds](#) to explore the investment programmes per country.

6.3. Who can apply?

Potential beneficiaries of the ESI Funds may include public bodies, private entities (especially SMEs), universities, associations, NGOs and voluntary organisations. The types of beneficiaries may vary from programme to programme, according to the priorities of the programme. Therefore, you need to consult the specific programmes to get more specific information.

6.4. Application process

Applications for funding should be submitted to the national or regional authority managing the relevant programme.

The national/regional managing authorities have their own websites, where detailed information about projects in the region is available, as well as information on how to apply for funding. To find and contact the managing authorities of the ESI Funds in your country, please visit [this](#) webpage.

6.5. Funding modalities

Financial support may come in the form of grants, prizes, repayable assistance and financial instruments, or a combination thereof.

All programmes should fix the co-financing rate of support for each priority axis of the programmes.

- ▶ ERDF: the maximum co-financing rate is 50% for the most developed regions, 60% for transition regions (and in exceptional cases 80%) and 85 % for the less developed regions.
- ▶ ESF: the maximum co-financing rate varies between 50% and 85% (95% in exceptional cases), depending on the relative wealth of the region.
- ▶ CF: The maximum EU co-financing rate is 85%,.
- ▶ EAFRD: The maximum level of EU funding is 80%.
- ▶ EMFF: The level of EU funding ranges from 20% to 75%.

The maximum co-financing rate at the level of the priority axis can be increased by ten percentage points where the whole of a priority axis is delivered through financial instruments, or through community-led local development.

It is important to note that the above ceilings are applied on priority level. The managing authorities may decide to apply higher co-financing rate for certain measures of projects. In most cases, managing authorities require that the beneficiaries provide a certain level of own contribution.

6.6. Further information

6.6.1 Programme website

https://ec.europa.eu/info/funding-tenders/funding-opportunities/funding-programmes/overview-funding-programmes/european-structural-and-investment-funds_en

6.6.2 Information desk

Cohesion Policy [Leaflet](#).



PART 3

Other EU support measures



1 / Facilitate access to finance: CCS Guarantee Facility

1.1. What?

The European Commission has earmarked €121 million under Creative Europe to provide guarantees to lending and credit institutions, to encourage them to offer financing for initiatives in cultural and creative sectors (CCS). This initiative is called the Cultural and Creative Services Guarantee Facility (CCS Guarantee Facility). To further strengthen the cultural and creative sector in Europe, the Cultural and Creative Sectors Guarantee Facility received an additional EUR 60 million, in December 2017, through the European Fund for Strategic Investments (EFSI). Soon an additional top up from EFSI amounting to €70 million is expected. This increases the size of the Guarantee Facility to €251 million.

The CCS Guarantee Facility enables SMEs in the CCS to borrow money that they do normally would not have access to, due to the nature of their business, a lack of tangible assets or uncertain demand. The instrument is expected to generate more than €2 billion in loans for SMEs in the CCS.

The CCS Guarantee Facility is managed by the European Investment Fund on behalf of the European Commission.

1.2. Who can apply?

The CCS Guarantee Facility provides support to SMEs working in the creative and/or cultural sector. These include architecture, archives and libraries, artistic crafts, audiovisual (including film, television, video games and multimedia), cultural heritage, design, festivals, music, performing arts, publishing, radio and visual arts. SMEs should thus be undertaking activities related to, for instance, the creation, production, dissemination and preservation of goods and services, or the support of cultural, artistic or creative expressions. These activities could also be educational or managerial in nature.

The Financial Guarantee Facility is open to SMEs established and operating in an EU country, Iceland or Norway, and active in the cultural and creative sectors, irrespective of their legal status (micro-enterprises, self-employed persons, etc.).

1.3. Application process

Family-owners of heritage houses that seek funding should contact the participating financial institutions directly. Please visit [this](#) webpage to find out which financial institutions provide loans with a CCS Guarantee Facility guarantee.

1.4. Further information

1.4.1 Programme website

<https://ec.europa.eu/digital-single-market/en/financial-guarantee-facility-culture-creative>

1.4.2 Information desk

For more information about your options, please contact the financial institution you want to receive financing from.



2 / Enhance competitiveness: COSME

2.1. What?

The EU programme for the Competitiveness of Small and Medium-Sized Enterprises (COSME) is a programme set up by the European Commission with the aim to enhance the competitiveness of SMEs in Europe. It has the following four key objectives:

- ▶ Ease access to finance for SMEs by providing loan guarantees and risk capital (access to finance);
- ▶ Help companies access new markets, within and outside the EU (access to markets);
- ▶ Create a business-friendly environment by reducing the administrative burden on SMEs (improving conditions for businesses);
- ▶ Encourage an entrepreneurial culture (encouraging entrepreneurship).

COSME offers both direct and indirect support to SMEs:

- ▶ Forms of direct support include
 - Erasmus for Young Entrepreneurs (see Section 3 / in this part)
 - Calls for innovative projects carried out by SMEs. These calls are not issued by COSME, but by Horizon 2020 (find them [here](#))
- ▶ Forms of indirect support include
 - Financing of initiatives that lower the administrative burden that SMEs may be facing;
 - Financing of initiatives that enable access new markets (e.g. Enterprise Europe Network, see Section 4 / in this part);
 - Financing instruments that are managed by the European Investment Fund (EIF), such as the [COSME Loan Guarantee Facility](#)

COSME has a total budget of €2.3 billion for the period 2014-2020. The European Commission is in charge of, and responsible for, the programming. Supervision of the implementation of the programmes is partly delegated to executive agencies, such as the Executive Agency for Small and Medium-Sized Enterprises (EASME). Financial instruments under COSME, such as financing guarantees, are managed by the European Investment Fund (EIF).

[COSME in a nutshell.](#)

2.2. COSME and cultural tourism

For the period 2014-2020, one of the focal areas of the COSME programme is sustainable cultural tourism. More specifically, projects that develop and promote transnational tourism offers may receive support from COSME. On the [Cultural tourism page](#) you can find a list of all cultural tourism-related projects supported by COSME. For example, one of the transnational projects - *Genius Loci* - focused on creation and promotion of industrial heritage related tourism itineraries: visit [this](#) webpage to learn more about the project.

If your heritage house has the potential for accommodating sustainable tourism, or if your house is located nearby these routes, you may consider having a look on the [EASME webpage](#) to see if there are any funding or financing opportunities that may support your cause.

Furthermore, the EC launched the European Destinations of Excellence (EDEN) initiative in 2006, an award granted to excellent tourist sites. Every two years, a competition takes place in each EU Member State, in which one destination is awarded the EDEN award. The competitions centre around a specific theme, such as rural tourism, intangible heritage and protected areas, aquatic tourism, regeneration of physical sites, accessible tourism and local gastronomy. Learn more [here](#).

2.3. Who can apply?

COSME aims to enhance the competitiveness of SMEs, which could include family-owners of heritage houses running their property as a small business. Since 2014, COSME specifically aims to support young, new and female entrepreneurs.

Next to SMEs, also local governments, regional governments, international organisations, cluster organisations, NGOs and training centers are eligible for support.

They should be located in either an EU Member state, in a (potential) candidate Member State, in a country that has joined the European Neighbourhood Policy or in an EEA-country.

2.4. Application process

To make use of the COSME Loan Guarantee Facility (LGF), applicants should directly approach the financial institution from which they wish to receive financing. See [here](#) which intermediaries (i.e. financial institutions) have joined the COSME LGF and [here](#) which sub-intermediaries have joined the LGF.

For all calls issued under COSME, please visit [this](#) webpage. [Here](#) you can find tips for when preparing your application.

2.5. Further information

2.5.1 Programme website

<https://ec.europa.eu/easme/en/cosme-0>

2.5.2 Information desk

For further inquiries, you can [contact EASME](#).



3 / Stimulate entrepreneurship learning: Erasmus for Young Entrepreneurs (EYE)

3.1. What?

The Erasmus for Young Entrepreneurs (EYE) is an exchange programme that matches newly established or would-be entrepreneurs with experienced entrepreneurs from another participating country (28 Member States + COSME countries) with the aim of mutual learning. New entrepreneurs (NE) will benefit from on-the-job training in a host company abroad to develop their entrepreneurial skills, and gain business knowledge and experience on managing a small business from their direct collaboration with the host entrepreneur.

Host entrepreneurs (HE) will benefit from innovative ideas from a motivated new entrepreneur. Moreover, this opportunity may also lead to other benefits such as the internationalisation of the business, access to new markets and possibilities for collaboration with new business partners. The duration of the stay varies from one to six months. To provide entrepreneurs with more flexibility, the exchange can also be divided into slots of minimum one week each, spread over a maximum of 12 months. [Financial support](#) is provided to new entrepreneurs by the programme to contribute towards travel (to and from the country of the stay abroad) and subsistence costs.

There is no age limit for participating in the programme, as participation is based on number of years of entrepreneurial experience and not age of entrepreneur.

EYE falls under and is financed by the COSME programme (see Section 2 /).

3.2. Who can apply?

New entrepreneurs wishing to participate in the EYE programme must meet the following requirements:

- ▶ Would-be entrepreneurs, who are firmly planning to start their own business based on a concrete project reflected in a substantiated business plan; or
- ▶ Newly established entrepreneurs in the early stages of their business start-up (less than 3 years of experience in running a business).

Furthermore:

- ▶ You are over 18 years old;
- ▶ You are a permanent resident of one of the 28 European Member States, Albania, Armenia, Bosnia-Herzegovina, the Republic of North Macedonia, Iceland, Montenegro, Moldova, Serbia, Turkey, Ukraine or Kosovo¹³.
- ▶ You have a concrete project/business idea as well as a business plan;
- ▶ You are motivated to work together with an experienced entrepreneur and committed to contribute to the development of their business;

¹³ This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

- ▶ You are ready to incur any costs for travel and/or subsistence that are not covered by the EYE programme.

Experienced (host) entrepreneurs must meet this description:

- ▶ You are a permanent resident in one of the 28 European Member States, Albania, Armenia, Bosnia-Herzegovina, the Republic of North Macedonia, Iceland, Montenegro, Moldova, Serbia, Turkey, Ukraine or Kosovo¹⁴, and your company is registered in that country;
- ▶ You are the owner-manager of a small or medium enterprise OR a person directly involved in entrepreneurship at SME board level (not an employee);
- ▶ You have been running a company as an entrepreneur (not employee) for more than 3 years;
- ▶ You are willing to share your knowledge and experience with a new entrepreneur and act as a mentor.

3.3. Application process

If you are a new or experienced entrepreneur, you can register for the EYE programme via an on-line registration tool. The programme is implemented on local level by a network of Intermediary Organisations (IOs). Their main task is to facilitate successful relationships between NEs and HEs and to offer match-making services (such as promotion, information, induction, validation of applications, arranging contacts, issuing contracts, logistical support, etc.).

The list of IOs as well as further information and the access to the registration tool are available [here](#).

There is no deadline to apply for the programme.

3.4. Further information

Read more about the Erasmus for Young Entrepreneurs programme [here](#).

More information for interested entrepreneurs specifically can be found in the [programme guide](#).

¹⁴ This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence



4 / Business advice: Enterprise Europe Network (EEN)

4.1. What?

The Enterprise Europe Network (EEN) is an initiative of the EC (co-financed by COSME), set up to support and advice European SMEs. Its activities are organised around three main pillars:

- ▶ International partnerships: sharing of expertise and contacts; organising network events.
- ▶ Advice for international growth: advice on how to grow your business and enter international markets.
- ▶ Support for business innovation: solution-driven services to help turn innovative ideas into reality.

The EEN currently encompasses more than 600 partner organisations and 3.000 experts, located all over Europe, and operates in more than 60 countries. The partner organisations include:

- ▶ Chambers of commerce,
- ▶ Technology poles,
- ▶ Innovation support organisations,
- ▶ Universities and research institutes,
- ▶ Regional development organisations.

As such, the EEN is the world's largest business and innovation support network.

The partner organisations and experts of the EEN can support SME's activities by providing information on legislation and regulation, financing and by facilitating the creation of networks between companies that wish to collaborate in (transnational) projects.

4.2. Who can apply?

Individual businesses cannot become member of the EEN, but they can make use of the abovementioned services provided by the EEN. Contact your local network contact point via the [EEN webpage](#) if you are interested in one of the EEN services.

4.3. Further information

Read more about the EEN on the [EEN website](#).

For (transnational) partnership opportunities, please visit [this](#) webpage.

For a brief overview, see the EEN [leaflet](#).



5 / Facilitate access to finance: EU Programme for Employment and Social Innovation (EaSI)

5.1. What?

One of the objectives of the EU programme for Employment and Social Innovation (EaSI) is to improve access to finance for micro-enterprises. There is a strong focus on supporting vulnerable people, who do not have access to a conventional credit market, in setting up their own business. EaSI seeks also to strengthen the institutional capacity of microfinance institutions.

Next to that, EaSI aims at increasing the availability of, and access to, finance for social enterprises. Social enterprises combine entrepreneurship with a social purpose. Their main aim is to achieve a positive social impact, rather than to maximise profit. Similar to microfinance, EaSI also aims to strengthen the capacity of social enterprise finance intermediaries.

EaSI encompasses two financing instruments. First, there is the EaSI Guarantee, which is designed to enable microfinance institutions and social enterprise finance intermediaries to reach out to entrepreneurs that would normally not be creditworthy. Second, the EaSI Capacity Building is set up to strengthen the institutional capacity of selected financial intermediaries that need risk capital to sustain their growth and development, and to mature towards sustainability. The EaSI Capacity Building provides funding mainly through equity investments. The EaSI Guarantee has currently a total budget of €109 million, whereas €23 million is available through the EaSI Capacity Building. The European Investment Fund (EIF) is implementing both instruments on behalf of the Commission.

5.2. Who can apply?

EaSI does not directly finance entrepreneurs but enables selected financial intermediaries for microfinance and social enterprise finance in Europe to increase lending by offering guarantees to them.

Micro-enterprises or social enterprises looking for a loan can have a look [here](#) to see which financial intermediaries are currently operating under the EaSI Guarantee instrument. To apply for a loan, they should contact the financial institution directly. Micro-enterprises or individuals wishing to set up their own business can borrow up to €25.000. Social enterprises can borrow up to €500.000.

For an example of a social enterprise set up with the help of the EaSI Guarantee instrument, have a look [here](#) and read about *Neapolide Cooperativa Sociale*, a business in southern Italy that created a coffee roaster in a women's prison to protect the local coffee roasting tradition and foster social inclusion of female prisoners.

5.3. Further information

5.3.1 Programme website

<https://ec.europa.eu/social/main.jsp?catId=1084&langId=en>

5.3.2 Information desk

Find the contact details of the EIF and its local offices [here](#).



6 / Support volunteering and community work: European Solidarity Corps

6.1. What?

The European Solidarity Corps is a recent European Union initiative (launched in December 2016), that has become a stand-alone programme with its own budget (€375.6 million for 2018-2020) since October 2018. The European Solidarity Corps creates opportunities for young people to volunteer or work in projects in their own country or abroad that benefit communities and people around Europe.

After registration in the European Solidarity Corps system, participants can be selected to join a wide range of projects, covering themes such as social inclusion, environment, culture, and more (See the [list of European Solidarity Corps project types](#)).

These projects are run by organisations which have been checked and authorised to run European Solidarity Corps projects. When their project is approved, the organisations can search the European Solidarity Corps database for people for their projects and invite selected participants to join their projects. Organisations have the option to recruit European Solidarity Corps participants as volunteers, workers, apprentices or trainees.

European Solidarity Corps projects can last from two to twelve months and will usually be located within the European Union Member States.

Depending on the type of project, and the existing knowledge and experience, participants may receive training from the European Solidarity Corps before starting the project.

Volunteers will not receive payment for the work they do, but they will receive other EU support depending on the EU programme funding the placement, such as generally return travel to and from the project, accommodation, meals, medical insurance and a small amount of spending money to cover their day-to-day living expenses.

Young people engaged in the European Solidarity Corps as worker have an employment contract and will be paid by the project organization for the job they do in accordance with the respective national wage laws and collective agreements that are in force. Those engaged as apprentices or trainees will also have an employment contract, and normally a subsistence allowance is paid.

6.2. Who can apply?

6.2.1 What types of organisations can run European Solidarity Corps projects?

The European Solidarity Corps is open to a wide range of organisations to run projects. These include governmental organisations, municipalities, non-governmental organisations and companies, of all sizes. All organisations must run solidarity related projects that are in line with the [Mission and Principles of the Corps](#).

Throughout the year, the European Commission announces that it is seeking project proposals for different types of European Solidarity Corps projects.

6.2.2 Who can volunteer or work through the European Solidarity Corps?

You can register for the European Solidarity Corps when you are 17 years old, but you cannot start a project until you are over 18. European Solidarity Corps projects will be available to people up to the age of 30 years old.

Also you must be legally resident in the EU Member States or one of the following Partner Countries: Republic of North Macedonia, Turkey, Liechtenstein, Iceland, Norway, Albania, Bosnia and Herzegovina, Kosovo, Montenegro, Serbia, Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine, Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia, Russian Federation.

Some projects may have additional restrictions on ages, legal residency or nationality, depending on the type of project and how it is funded.

6.3. Further information

Read more about the European Solidarity Corps [here](#).

This is published as a PDF document that closely follows the structure of the Erasmus+ Guide

Check the [FAQ](#) page as well as the [European Solidarity Corps Programme Guide](#) for more detailed information on the initiative and selection procedure.



7 / Digital culture: EUROPEANA

7.1. What?

Europeana is an online database for cultural heritage. It was set up in 2008, and over the past 10 years has expanded tremendously. Today, it gives access to more than 54 million items, such as images, texts, sound, videos and 3D material, from over 3.700 archives, libraries and museum collections spread across Europe. Europeana is visited approximately 700,000 times per month. In this way, Europeana is a key element in widening access to cultural heritage and enabling access to culture via online channels. More recently, Europeana has started to make use of social media networks such as Twitter and Facebook to further spread its usage.

Europeana can be used by anyone. Teachers, artists, professionals, cultural institutions or just individuals interested in European culture and history have online access to the platform. They can use the digitalised material for all sorts of purposes, ranging from documentaries to animations, design tools, educational material or tourism.

Some of the material is licensed, which means it cannot be used and reproduced for free. However, there is a great variety of art available under open licenses.

Europeana is funded by the EU as a Digital Service Infrastructure (DSI).

7.2. How to contribute?

Family-owners of heritage houses that have digitized their cultural heritage collections can consider publishing their collection on Europeana. If the collections are online available with high quality digital media and accompanied by metadata in a standardised way, they can be processed by one of Europeana's aggregators to prepare them for publication in Europeana. [This page](#) gives an overview of the aggregators that Europeana currently works with. If there is no single theme that fits the collection, collection owners need to see if there is a national aggregator in the country they work and then work with that organisation to prepare the data for Europeana. The European Historic Houses is not an aggregator for Europeana.

New data providers can consult the [Europeana Pro website](#) for further information about how to publish data in Europeana.

7.3. Further information

Visit the [Europeana website](#) and the [EC webpage](#) for further information about Europeana.