

EUROPE
FOR FESTIVALS
FESTIVALS
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EFFE

What is EFFE?

- EFFE is a gateway into Europe's festivals specialised in everything cultural.
- It intends to broaden awareness of what's going on in the festival world and to promote excellence and innovation.
- EFFE not only wants more people to attend Europe's festivals, but above all it intends to promote excellence and innovation in the festival world.

Our questions for festivals

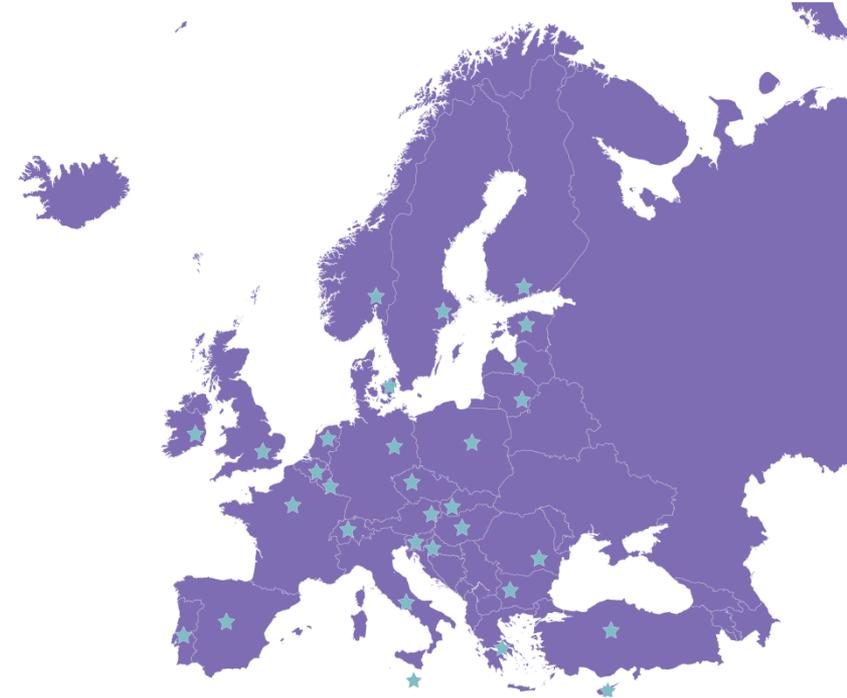
EFFE is a new international festival community in the making that wants to know:

- Are you deeply committed to the arts?
- Do you interact with your local community?
- Do you feel that you are a European and a global actor?

Do you want international recognition for what you do and would you like your peers and public to be better informed?

Who is the EFFE platform connecting?

- Festivals small and large across all of Europe
- Festival leaders
- Associations, networks, and institutes working with festivals
- Audiences with festivals



Why do we need EFFE?

- We at EFFE know that festivals need visibility and exchanges.
- One way to guarantee this is to make sure everyone knows which festivals are doing the most exciting and innovative work.
- We also need to create a coalition between festivals that share similar ambitions to get their audiences thinking about the world they live in.
- Europe is a vibrant cultural space, and we want everyone to know it!
- This pilot project backed by the European Union is a great opportunity to achieve this goal.

EFFE – the elements

- EFFE Festival Label
- EFFE Festival Guide
- EFFE Festival Award
- EFFE Festival Gala

EFFE – the elements

- EFFE Festival Label
 - Recognises a festival's artistic commitment, involvement in their local communities and a European and global outlook.
- EFFE Festival Guide
 - A multi-media guidebook featuring label recipients and award winners. It contains articles and essential programming details.

EFFE – the elements

- EFFE Festival Award
 - recognises the excellence of a select number of trend-setting festivals chosen by an international jury.
- EFFE Festival Gala
 - the biennial gala will take place at one of Europe's greatest festivals. On that occasion, award winners are announced and the festival guide will be launched.

Our first step: the EFFE Festival Label

- This label is given to festivals with an artistic commitment, involvement in their local communities and a European and global outlook.
- The label is a guarantee of quality and means inclusion in the widely-distributed festival guide.
- Applications for a label are first assessed by experts in each country before being endorsed by an international jury.
- Labels and awards will be announced and a multimedia festival guide launched in autumn 2015 at a gala at one of Europe's greatest festivals.

Who can apply?

- Festivals come in all shapes and sizes, but the EFFE Platform primarily considers festivals a cultural event that takes place in a specific place, over a specific period, and that are conceived as a total package.
- This is a loose definition and all festivals that think they represent the criteria are welcome to apply! Visit the guidelines online for more details www.effe.eu.

How to apply:

- Visit www.effe.eu and start by creating a user profile.
- Use your login to sign in and begin your application. You can save the application and complete it later.
- You can spend as much time as you want working on your proposal – we can't view it until you submit it.
- All required fields must be filled in.
- The administration fee must be paid before submitting an application.
- The deadline is 15 November 2014. Don't miss it!

Evaluation Process

- Experts will evaluate the digital festival applications
- The deadline for applications is 15 November 2014
- Festival hub experts will finish their evaluations in early 2015
- Shortly afterwards, label recipients will be contacted for information to include in the festival guide

Internatinal Festival Jury

- The international festival jury will chose the winners of the festival award and endorse the label recipients put forward by national experts to evaluate each country's applications.
- The jury will also produce a report on the state of European festivals, initiating debate within the sector and beyond.
- Jury members will be announced soon!

Application Sample

Artistic Commitment: please describe how the festival contributes to the advancement of artistic excellence. The questions below are included for your inspiration, it is not required that you address them specifically.

- How would you describe the festival's artistic commitment?
- How would you describe the festival's relationships with artists and creators?
-

Register your festival

Step 1	Step 2	Step 3	Step 4
Opening Page	Section 1: General Information	Section 2: Criteria-specific Assessment	Supplemental Materials

Section 2: Criteria-specific Assessment

The EFPE Platform aims to reward European cultural and arts festivals for their artistic value, their outstanding contribution to European cultural life and their sustainable impact on societal development. Please describe the mission, objectives, artistic work, and achievements of your festival in detail and include in how far you meet the EFPE Platform's core interests: **1. Artistic Commitment, 2. Community Involvement, 3. European and International Engagement.**

Section 2: Question 1

Artistic Commitment: please describe how the festival contributes to the advancement of the arts. The questions below are included for your inspiration. It is not required that you address them specifically.

- How would you describe the festival's artistic commitment?
- Does the festival support on-going artistic development (residencies etc.)?
- Does the festival take part in co-productions with other festivals or artistic practitioners?
- How would you describe the festival's relationships with artists and creators?
- Does the festival take part in the process of contemporary creation?
- Does the festival give innovative artists the opportunity to create or to be presented to an audience open to experimentation and avant-garde artistic objects?
- Does the festival have plans or projects to set up new actions in the future to increase the artistic commitment?

Section 2: Question 2

Community Involvement: please describe how the festival involves/benefits the community. The questions below are included for your inspiration. It is not required that you address them specifically.

- How is the festival rooted in its local community? Are there local connections in the programme and among the performers/performances?

Please see the festival's contribution to the identity or brand of the city.

Further Criteria

Community Involvement: please describe how the festival involves/benefits the community.

- How is the festival rooted in its local community? Are there local connections in the programme and among the performers/performances? Does the festival contribute to the identity or brand of its city?
- Does the festival work to increase access to culture and attract a diverse audience (can refer to: socio-economic, age, gender, culture)?
- Does the festival have new plans or projects to increase the importance of the community involvement?
- ...

European and International Engagement: please describe how your festival engages on the European and International stages.

- How does your festival engage in the European and international communities?
- Does the festival's programme include programmed creations coming from other countries, including co-productions with local or national artists in an international co-production?
- Does the festival have plans or projects to increase the European and international engagement?
-

Evaluation Process

- Festival Hub Experts evaluate the application on the basis of two inputs:
 - The application form
 - The image and reputation of the festival in the local context, in the local media, via its communications, etc.
- The scoring scale is A-D. Festivals receiving an A or B are automatically considered for the EFFE Festival Label, festivals receiving a C are placed on a reserve list, and festivals receiving a D are not considered.
- 15 November 2014: Closing Deadline for applications
- 1 January 2015: Experts finalize their evaluations
- 31 January 2015: International Festival Jury endorses the suggested list of Label Recipients

EFFE is a process...

- EFFE's first edition is an ongoing process over the next two years.
- EFFE hopes to develop a sustainable model and to continue with future editions.
- After the first edition comes to an end in autumn 2015 we will meet with all partners involved and festivals taking part in the programme to explore how we can make EFFE even more successful with the next editions.

What are the benefits of the label?

A label is more than a stamp of recognition for good work. It also means inclusion in a widely distributed festival guide full of the latest news and practical information. It means increased **visibility** and audiences and fresh **networking** possibilities. EFFE wants to promote as many festivals as it can find that fit the bill. This is a new **international community** in the making and we want you to be part of it.

Benefits

Visibility

The EFFE guide will feature your details and mission and will be promoted in a far-reaching media campaign. The branding label will be yours to use in your own promotional campaigns. The guide and results of the EFFE programme will be talked about at the high-profile festival gala and in outreach events promoting your image in the sector.

Network

EFFE is a new festival network connecting hubs, cultural networks, and festivals across Europe. Taking part in EFFE will greatly expand your connections among artists, festival managers, business representatives and policy-makers. Through this network your festival will be able to discover new projects, exceptional artistic talents, and new opportunities for collaboration.

Benefits

Festival Community

A report by the International Festival Jury on trends and practices in festivals will be a valuable tool for knowing what's hot and essential to know. EFFE will invite you to take part in international debates and special events to promote these results.

Values

Your festival will be part of an international cultural programme backed by the European Union based on artistic and social values the EU wants to develop. You will be invited to take part in exchanges with the European political leaders to further develop European cultural policy, making your festival a valuable and acknowledged partner in your country

How can you maximise your benefits?

- Promote yourself as a recipient of the EFFE Festival Label/Award
- Promote the guide and the overall EFFE programme through your festival's communication tools to contribute to its brand image
- Participate in all EFFE activities
- Develop your professional network through EFFE
- Who can you promote the label/award towards?
 - Audiences
 - Professional community
 - Sponsors and funders

Further possible benefits...

Audiences

You will be able to use your recognition to stronger engage with your audience and thus develop your audience structure.

Revenue

Through raised visibility, audience engagement, ticket sales, merchandise, and connections to new possible partners for funding and sponsoring will potentially increase.

Why is EFFE linked to the EU and politics in general?

- In difficult times, we need to insure broad support and public support is a key area
- EFFE is an important tool that gives festivals the backing of the EU to put festivals in focus
- Links to the national and local government contribute to more streamlined support for festivals at the various policy levels

Why has EFA launched EFFE?

- The European Festivals Association (EFA), an ever-expanding umbrella group for festivals in Europe and beyond, thought it was time to focus more single-mindedly on Europe's diversity and creativity.
- Thanks to EFA's past and present active engagement in Europe's cultural landscape and thanks to its broad membership, the European Commission gave EFA the mandate to set up a new structure for the implementation of this pilot project on a long term.
- EFA can play its role in initiating yet another authoritative project for festivals in Europe

Festival Hubs: Bringing EFFE to Life

Each of the European Union's 28 Member States has a **Festival Hub** acting as the contact point for artists, festivals, businesses, policy-makers and local audiences. Their job is to establish, develop and promote the EFFE Platform in their countries. **Festival Hub Experts** – personalities and experts on festivals – are selected by the festival hubs to evaluate each country's applications.

If an EU Member State does not have a festival hub, EFFE makes sure that applications from that country are assessed.

What does your Hub do?

- Our **go to portal** in all EU member states +
- **promotes** festivals through a number of initiatives
- establishes, develops and promotes the EFFE Platform in their countries
- establishes a group of **Festival Hub Experts** – personalities and experts on festivals –to evaluate each country’s applications
- ensures the progress of the platform at the national level
- recommends festivals from the endorsed list of EFFE Festival Label recipients to be candidates for the EFFE Festival Award and prepare candidate dossiers for the International Festival Jury

What can EFFE and your hub do for you at the national level?

- We are looking for more ideas on how hubs can take this project and further develop it at the national level.
- We need your input! Some initial ideas include:
 - Link to national funding bodies so that label recipients get score boosts in funding schemes
 - develop festival policy at local, regional, and national level
 - structure the national festivals landscape
 - What else?

What are our next steps?

- Early June 2014
 - Launch of EFFE Website and Applications Open
 - communication campaign begins
 - Festival Hubs and Festival Hub Experts set up
- 15 November 2014
 - closing deadline for applications
- September 2015
 - EFFE Festival Gala
 - EFFE Festival Guide launched across all formats

What are your next steps?

- Visit the EFFE website
- Create an account
- Fill in the application form, explaining your:
 - artistic commitment
 - involvement in festivals' local communities
 - European and global outlook

APPLY NOW: WWW.EFFE.EU

