ESCH-SUR-ALZETTE
EUROPEAN CAPITAL
OF CULTURE

CALL FOR PROJECTS - GUIDELINES

PRESENTATION

In 2022 the city of Esch-sur-Alzette will become European Capital of Culture.
https://www.esch2022.lu/fr/propos

The nomination includes:

- the city of Esch
- 11 Luxembourg communes in the south of the country
- 8 French Pays Haut Val d'Alzette communes (CCPHVA)

As part of this European initiative, the not-for-profit organisation Esch2022 is launching a call for projects. These projects should contribute to the achievement of the general missions and objectives established by the European Capital of Culture.

OBJECTIVES AND MISSIONS | GENERAL

What are the overall missions and objectives of the 2022 European Capital of Culture initiative?

Different levels: **Local | Regional | National | European | International**

Culture

- Supporting and **revitalising artistic creation** over the long term, cultural expression and cultural rejuvenation
- Stimulating and **developing interdisciplinary dialogue** and setting up a network of cultural actors
- Supporting **professionalisation** and improving working conditions
- Offering a **platform for original creations** and facilitating the implementation of the cultural development plan KEP (Kulturentwécklungsplang)

Public

- Reaching **a broad and diverse audience** by developing methods of participation and communication
- Improving **access to culture** and thus reaching new audiences
- Supporting and stimulating **education about culture** from the earliest age

People

- **Enhancing cultural diversity** while reinforcing social cohesion and encouraging stronger communities
- Promoting and **encouraging individual involvement**
- **Strengthening the cultural ties** that unite Europeans and reigniting the "community" spirit inspired by Europe's fundamental values of dignity, freedom, democracy, equality and respect for human rights

Cities | Communes

- **Showcasing the potential** and manifold aspects of the cities and communes in the Esch2022 area and increasing its appeal
- **Creating shared infrastructure and enhancing existing structures**
- **Promoting tourism and socio-economic development** to (re)vitalise cities and their districts
- Exploring the possibility of a **new social and economic plan** for the south by forging new social ties within a diverse community

OBJECTIVES AND MISSION | ARTISTIC

GENERAL THEME: REMIX

Remixing means combining existing sources to produce a new or modified situation (and, in our specific case, to produce new forms of social cohesion)

Esch2022 will act as a sort of cultural catalyst powered by its component areas, the city of Esch, the southern region with its eleven communes and the eight CCPHVA communes, and a new perception of Europeanness.

Society, region facing complete transformation. Due to profound societal, urban and regional changes, and the way these changes are perceived, this "shift" is a complex situation that elements of contemporary culture can highlight in an innovative and original way.

Esch2022 will be witness to a period of transition.

Esch2022 will be the forum for a revamped vision of a Europe that transcends national boundaries and emphasises the diversity of the people and participants in these cultural activities.

Including and being joined by over one hundred nationalities and languages: the possibilities are endless.

But, more than anything, Esch2022 will drive a change in habits, stereotypes and the societal status quo. Using the notion of remixing to form new ties is a fundamental aspect of the Esch2022 artistic programme.

The concept of "Remix Culture" has four pillars:

Remix Europe: *Rediscovering the fundamental values that unite Europe and mixing them to form a new vision of Europe*

Is the European ideal in danger? This category comprises inclusive projects that promote social dialogue and political awareness.

- Fundamental values that unite Europe
- New vision of Europe: REMIX EUROPE
- Fractured vision of Europe
- Multilingualism

Remix Nature: *Calling for an active form of redevelopment intended to mobilise people while retaining traditions and cultural heritage. The primary focus here is the future.*

The cities and landscapes of southern Luxembourg have experienced significant changes to their physical and social fabric. This category considers changes that have already taken place (such as the disappearance of heavy industry) and their effect on the present and the future.

- Enhancement/improvement of southern Luxembourg
- Taking into account the transformation of industrial wastelands (industry/nature)
- "In situ" work
- Projects about the natural, industrial and urban context (landscapes in the south should be seen as a "patchwork" linking the industrial past and socio-urban present)

Remix Yourself: *The individual amid profound societal changes. Individual and collective initiative amid a feeling of powerlessness.*

What is the place of individual citizens amid profound societal changes? This category offers individual and collective initiative when facing a feeling of powerlessness.

- What is the place of human beings in a digital world?
- Participative projects (for example, including local people as players)
- The varied and multicultural origins and identities of the inhabitants of Esch and the south of Luxembourg (migration, integration, particularities)
- Alternative ways of life

Remix Art: *How do we facilitate access to art and culture while retaining international standards?*

The purpose of this category is to professionalise the artistic environment while establishing a "nerve centre" for the Esch2022 programme.

- International events
- Events having local impact
- Hall des Soufflantes as a strategic location for all Remix Culture events (exhibition space as well as a musical and theatrical venue)
- Involvement of local people and use of existing sites

The new projects arising from the call for projects should fall under one or more of these pillars.

The Remix method

Remix is re-appropriation. It takes up existing designs, themes and situations and gives them new meaning. This technique involves constant switching between historic sources, critical analysis of the present and innovative exploration of the future.

Remixing is neither a pastiche nor mere patchwork. On the contrary, it is the result of a societal context undergoing transformation.

Digital aesthetics

This transformation manifests itself, for example, in digitisation. The digital transformation of our knowledge, and the way it is made available, could form the foundation of brand-new cultural activity.

This may be manifested in a digital aesthetic that is as innovative as it is spectacular.

Esch2022 must find its place in this digitised world and manifest itself through cultural events that are both popular and original.

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GUIDELINES

GENERAL DURATION OF PROJECT

Official start date: 22.2.2022
Official end date: 22.12.2022
Projects will take place between 22 February and 22 December 2022.

DURATION OF CALL FOR PROJECTS

Projects may be submitted between **28 February 2019 and 31 July 2019**.
After this date, requests for co-funding shall end.
Requests for labels (without funding) shall continue to be eligible.

ELIGIBILITY

- Project directors
  - Private individuals
  - Not-for-profit organisations
  - Communes
  - Other (public institutions, primary and high schools, foundations, groups of individuals, etc.)

- Projects
  - Types of project eligible

Artistic and cultural projects:

- whose purpose is to contribute to the achievement of the missions and objectives of the 2022 European Capital of Culture
- whose purpose is to develop partnerships and collaborations between different cultural, educational and not-for-profit organisations
- that promote participation by the people
- that have an innovative approach and strong social development potential
- etc.

NB: National and international partnerships are encouraged. However, proposed projects must be carried out within the Esch2022 area and in association with the area's cultural actors. Projects with the partner Kaunas 2022 are also eligible.

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Funding

Financial provisions

Co-funding | Financial contribution by the not-for-profit Esch2022

Calculation of the proposed grant value takes assessment criteria into account.
Grants made by Esch2022 may be up to a maximum of 50% of total eligible costs.

Eligible costs

Only "eligible costs" may be met by a grant. Categories of eligible and non-eligible costs are shown below.

Eligible costs are costs that are actually incurred by project directors and meet the following criteria:

- they are incurred during the course of the project;
- they are shown in the overall estimated budget for the project;
- they are incurred in relation to the project receiving the grant and are necessary for delivery of the project;
- they can be identified and checked.

Ineligible costs

The following costs are not eligible:

- purchase of land or buildings;
- purchase of vehicles;
- rental of offices, unless the applicant can demonstrate that the rental of further, specific offices is necessary for the delivery of the project;
- exchange rate losses;
- credits to third parties.

Co-funding | Other

Co-funding may take the form of:

- own resources of project director;
- revenue generated by the project;
- financial or in-kind contributions by third parties.

In the final report, the project director must declare all expenses, funding received from Esch2022, along with co-funding and other revenue.

With regard to in-kind contributions, the project director must declare that any grant received conforms to market prices and must provide the details of units, hours worked and unit costs in the final financial report.

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Selection process

A selection committee will analyse the different projects submitted. This committee comprises members of the Board of Directors and external experts. The selection process is a continuous process.

Assessment and categorisation:

Category 1 | Proposals receiving an agreement in principle
Category 2 | Promising proposals on hold
Category 3 | Proposals refused
Category 4 | Short projects/projects without a director able to implement them or carry them out successfully

These are standalone projects by artists (or groups of artists) that are too sporadic or personal for Esch2022 to be involved already, or projects whose implementation cannot be assured through the involvement of the project director alone (due to lack of an intermediate partner). These projects are expressly not rejected, given their undeniable original, creative input. Either the project director is invited to identify an intermediary himself, or the project is held "in abeyance" until a partner can be found.

Information on the project status is communicated through the secure area on the portal www.esch2022.lu.

Monitoring and support

For the duration of the project Esch2022 will advise project directors on issues such as management, distribution and networking, thus ensuring correct implementation of the project.

Contract and methods of payment

Esch2022 will sign a contract with the recipient of the grant, including information about activities to be carried out, the amount of the grant, methods of payment and reports.

Methods of payment:

- a first instalment, equivalent to 40% of the approved grant, will be made within four weeks of signature of the contract;
- a second instalment, equivalent to 40% of the approved grant, will be made after presentation of the mid-term report and its approval by Esch 2022;
- a final instalment, equivalent to 20% of the approved grant, will be made at the end of the project, once the activities have been performed, and technical, financial and statistical documents submitted;
- Instalments shall be made by bank transfer only, to the beneficiary's (main project director) bank account.

NB: In the case of a cross-border project, each country has its own budget. Each partner is responsible for arranging funding for their own area.

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Reports

The project director shall submit a technical and financial report mid-term, identifying the implementation of the project (submission deadline and details of information required shall be stated in the grant agreement).

The project director shall submit a final report within 60 days of completion of the project. The final report should include:

- Impact of the project on target audience
- Main activities
- Communication and distribution on a local, national, regional and international level
- Main conclusions
- Durability of project, if applicable

A financial report, including details of expenses and financing of the project.

Allocation of "Esch2022" label

In order to be included in the Esch2022 programme, the project must be submitted via the online tool on www.esch2022.lu.

The label

The "Esch2022" label is allocated to projects co-funded by Esch2022, European Capital of Culture.

The "Esch2022" label may also be allocated to projects that do not require co-funding.

These projects should fit in with the themes of the European Capital of Culture and are to be submitted for approval via the same tool as projects requiring co-funding.

Submission of the project

Projects are to be submitted via the online tool on www.esch2022.lu. In a secure area, the project director can:

- submit their proposal(s) for projects;
- save documents;
- exchange information with Esch2022 staff.

Projects may be submitted between **28 February 2019 and 31 July 2019**. Hard copies will not be accepted.

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Selection criteria

Great importance will be attached to the following criteria:

Values

- Consistency with the "Remix" theme
- European dimension and values
- Collaboration and partnerships between different cultural, educational and not-for-profit partners
- Interdisciplinarity
- Collaboration between regions and countries
- Equal opportunities

Impact

- Innovative and creative
- Of interest to the public
- Promotion of cultural activities
- Artistic
- What change(s) is or are envisaged?
- Added value in terms of cultural and social cohesion and solidarity
- Long-term durability and cultural development
- Ecology

Feasibility and funding

- Feasibility | Professionalism and quality of the project
- Finance plan | Realistic budgetary schedule and forecasts
- Quality of presentation of application