

Guidelines for Nordic Culture Event of the Year, DIGITAL 2015/16

1. GENERAL INFORMATION ABOUT THE NORDIC CULTURE FUND

The aim of the Nordic Culture Fund is to promote cultural co-operation between the Nordic countries, by awarding grants to Nordic co-operation projects in art and culture or to projects where Nordic arts and culture is the theme. Each year, the Fund awards grants totalling approximately DKK 28 million.

The Nordic Culture Fund is an independent body that is led by a board. Half the board members are appointed by the Nordic Council and the other half by the Nordic Council of Ministers. The funding is provided by the Nordic governments.

2. NORDIC CULTURE EVENT OF THE YEAR - DIGITAL 2015/2016

2.1 Background and theme

The Nordic Culture Event of the Year is an extraordinary initiative of the Fund. Every other year, the Fund awards DKK 3 million to **one** Nordic co-operation project within a theme that is current and important for the Fund. The award will promote greater Nordic co-operation within the chosen theme and will increase awareness of and interest in Nordic cultural co-operation.

In 2015-2016, the Fund is placing the focus on **digital arts and culture**. This is defined as arts and culture that is created and produced, and that can interact and be disseminated, using new technology and digital media. With this initiative, the Fund hopes to provide a boost to the players that focus on creating new arts and new expressions based on new technology and media, and to stimulate the arena where arts and technology can collaborate. The Nordic Culture Fund has decided to earmark DKK 3 million for the Nordic Culture Event of the Year – DIGITAL 2015/16.

Digital technology enables artists to create new artistic content and, above all, to use digitalisation to interact with their audience. Digital media and other new technology enable the creation of new types of experience, new ways of experiencing arts and culture. This may concern new exhibition arenas, but also involves an accessibility aspect in that arts and culture can reach a wider audience, both geographically and in terms of a broader range of audience groups. This applies not least to young people, where there is a special need to think both innovatively and digitally as young people are frequent users of digital channels.

In a Nordic and cross-border perspective, digital media provide new ways of disseminating arts and culture, created in Nordic countries, to the entire Nordic region. In many ways, the digital shift can erase national boundaries by enabling exchange and co-operation across borders; large geographical distances no longer form barriers, and digital media can reach a much larger audience. Digitalisation, both in creative production and in dissemination, can give more people access to the culture of neighbouring countries, which can help to strengthen a cultural identity and a sense of belonging in the Nordic region.

Lack of resources and expertise can be a barrier to culture producers/institutions thinking innovatively in terms of dissemination with digital tools. Consequently, digitalisation is also an area suited to co-operation and where expertise from different parts of the Nordic region can be brought together. By combining expertise from research, the business community and cultural life in the Nordic region,

application of digital technology in the creative sector can be promoted, and new products, services and experiences can be created.

2.2 Aims and general requirements

The aims of the Nordic Culture Event of the Year, DIGITAL 2015/16 are

To improve awareness in the Nordic region of arts/cultural/artistic content that is created and produced digitally, and to improve awareness of the opportunities afforded by digitalisation in terms of interaction between cultural players and the audience.

To promote broader Nordic co-operation between artists/culture players/culture producers who use, or who wish to use, digital technology as a material in their creative process.

General requirements:

- That the project has a distinct element of cultural and artistic innovation, is based on digital technology, and has a focus on interactive/communicative elements and one or more innovative experiences. The content may be one or more artistic expressions. The innovative aspect applies to both artistic content and technology.
- That the project develops co-operation between artists/cultural life and research and/or the business community in a broad Nordic constellation (at least three Nordic countries/areas).
- That the arts/culture created in the project is made accessible/available throughout the Nordic region. In order to attain this greater accessibility, it is assumed that any rights will be cleared within the project.
- That the project uses the 'digital world' in all parts of its process: in artistic concept development, in the actual production, in dissemination of the work/product, and use of digital platforms and new media in its marketing.

2.3 Economic terms and conditions

The maximum grant from the Fund to the project is DKK 3 000 000. The project applicant is expected to apply for additional financing for the project from other Funds, both national and regional.

The grant from the Fund is paid in three instalments: The first instalment, 40%, is paid when the project starts, and further 45% is paid after an approved status report (approximately halfway through the project). The final 15% is paid on completion of the project and when the Fund has approved the final report and final financial report, including an audit. In other matters, applicants are referred to the Fund's provisions for approved grants, available on the Fund website.

2.4 Who can apply?

Anyone can apply for the grant, regardless of legal arrangement. Applicants may be cultural players in a broad sense, cultural and creative institutions/organisations, businesses, non-affiliated/not-for profit associations, etc. in a broad constellation and, in the project, in collaboration with at least three Nordic countries. The Fund hopes that the project will involve expertise from both cultural life and from the private sector and/or research/development. The party that is principal applicant is the responsible administrative body for the entire project. As some administrative capacity is required in order to act as administrative body in the project, individuals/private individuals are not encouraged to be *principal* applicant.

2.5 Application deadline and project start

The Fund announces **pre-project funding**, in the form of a maximum grant of DKK 30 000 per application. The aim of the pre-project grant is to enable applicants to expand their networks, find partners, and develop their project concept, thereby enabling them to submit a well-supported project

application before the application deadline of 15 February 2014. The deadline for application for pre-project funding is **2 April 2013**. Applications for this pre-project funding can be made via the Fund's normal application procedure using an online application form available from www.nordiskkulturfond.org

In autumn 2013, an announcement will be made about applications for the *Nordic Culture Event of the Year*. The deadline for applications will be **15 February 2014**. Application is made using a special application form that can be downloaded from the home page. Assessment criteria and application information will be available on the Fund's website from autumn 2013.

Applications submitted by 15 February 2014 will be evaluated by an assessment committee comprising experts. The final decision will be made by the Fund board at a meeting in June 2014. When the Fund board has made the formal decision, a project contract will be drawn up between the Fund and the principal applicant (administrative body). Once the contract has been approved and signed by both parties, the first instalment of the grant can be paid out. The project is expected to be carried out in 2015/2016. The final report, including audited accounts, must be submitted to the Fund no later than 31 December 2016.

3. FURTHER INFORMATION

For further information about the Fund's initiative *Nordic Culture Event of the Year 2015-2016*, please contact Maria Tsakiris, senior advisor in the Nordic Culture Fund. Email mats@norden.org or telephone +45 33960244, or check the Fund's home page: www.nordiskkulturfond.org.