

Tartu 2024 project co-financing proposal form

General information about the proposal

Your name:

Address:

E-mail address:

Phone:

Content of proposal

Title of project:

Planned time of event(s):

The amount of co-financing by Tartu 2024 requested:

Exact locations of project events

A brief description of the project (Max. 500 characters)

Project idea (Max. 4,000 characters)

Describe the idea and content of the project (what is being organised and for whom, what is the value of the project). In the case of a new event, emphasis should be placed on describing the entire idea. It is a summary of the project that contains the most important information every reader should know about the project.

In the case of an **existing event** to which an additional dimension is added during the year of the European Capital of Culture, emphasis should be placed on describing the additional part of the event, however, a short overview of the already existing part of the event should also be provided.

Relevance of the project to the Arts of Survival concept

The project must represent and pass on the values of the creative concept of the Arts of Survival of the European Capital of Culture Tartu 2024. The project does not have to cover all the values, but it must not be in conflict with any of the values.

Which values of the Tartu 2024 Arts of Survival concept does the proposed idea relate to?
Select up to **three**.

Please tick as appropriate:

- a more environmentally friendly urban and rural
- culture education and ingenuity
- physical and mental health
- cross-generational co-creation
- promoting local characteristics
- critical awareness
- cross-sectoral, regional and international cooperation

Outline and explain the connection to the selected value(s) and the Arts of Survival concept
(Max. 3,000 characters)

How does the project spark a dialogue with Europe? (Max. 2,000 characters)

Which European themes does the project tie in with? Why should this project be included in the European Capital of Culture programme?

How does the project contribute to transversal cooperation? (Max. 1,000 characters)

By transversal cooperation we primarily mean cooperation with partners from fields other than those traditionally related to the arts, such as environmental conservation, IT and entrepreneurship, psychology and social welfare, as well as education and research institutions, etc.

Describe how two or more different fields cooperate with each other in the project.

Which project activities bring together people of different ages and create opportunities for them to communicate and collaborate? (Max. 1,000 characters)

What is the long-term impact of the project on the cultural life of Tartu, South Estonia, and Europe? (Max. 1,000 characters)

Team

Describe the team directly engaged in organising the project. Briefly describe their role in the implementation of the project and previous experience or skills in a similar role. Highlight separately the project team and creative team, insofar as is currently known or planned.

Creative team

Write down names of your team members followed by their role / tasks in project / previous experience

Project team

Write down names of your team members followed by their role / tasks in project / previous experience

Do you plan to involve volunteers in the implementation of events? Indicate the number of volunteers and hours of work required. Outline the need for volunteers over the years (2023-2024). (Max. 1,000 characters)

Objectives of the project (at least 3). (Max. 3,000 characters)

The stated objective must be SPECIFIC (straightforward and results oriented), MEASURABLE (how many events will be held and when), ATTAINABLE (ambitious, yet realistic), RELEVANT (project-based and geared towards achieving the desired impact), and TIMELY (project activities to achieve objectives are in line with the project schedule).

If we only read the objectives of the project, would we immediately understand which activities you are planning to carry out and when?

Action plan

Write down all the activities related to the project, starting from 2023. Activities should be listed month by month or quarter by quarter.

Please follow the rule in writing: time or period of activity - description of the action.

Minimum actions (Max. 2,000 characters)

We may propose to co-finance the entire action plan or to finance a specific part of the project.

Please describe which parts of the project should be implemented in order to maintain the idea of the project, so that it would contribute to achieving the desired impact. Also include activities which you can give up, if necessary, while still retaining the core idea of the project.

Please add a detailed action plan as a separate file and attach it to your proposal email.

Do you plan to launch an open call for the implementation of your artistic concept? If yes, then please describe who the call is aimed at and who is welcome to participate (Estonian, European, or everyone)? How do you plan to conduct and communicate the open call?

(Max. 2,000 characters)

Partners from Europe (and/or outside Europe)

Please indicate in **each named partner**

- why you chose this partner;
- describe the content of your cooperation;
- how does this partner contribute to achieving the objectives and impact of the project?

Estonian partners or partners from the local authorities of South Estonia

Please indicate in **each named partner**

- why you chose this partner;
- describe the content of your cooperation;
- how does this partner contribute to achieving the objectives and impact of the project?

Audience

Who can participate in the project activities and who are the main audience?

Please outline all target groups at whom the project activities and events are aimed and who can participate in the project.

For each group, describe the size of the group, which needs of the group the project activities address, what the group gains from participating in the project, and what the main channels and messages are that are used to communicate with the target group. Finally, write down what you expect each group to do and how many participants are required to achieve the project objective.

Answer all the questions mentioned above.

If you would like to add any additional information about the target groups, you can do so here. (Max. 2,000 characters)

Estimate how many visitors and/or participants will take part in the project activities/events (all activities combined). (Max. 1,000 characters)

Communication plan

Prepare a communication plan **QUARTER BY QUARTER, STARTING FROM THE FIRST QUARTER OF 2023.**

Indicate the communication activities aimed at different target groups in each quarter.

The plan must include communication activities aimed at each target group described above.

Once this is done, identify those communication activities carried out via television, radio, press, social media and other mass media channels that are crucial to involve (Estonian and external) key partners in the project, and add them to the table.

Make sure the completed communication plan is consistent and contributes towards implementing the main action plan of the submitted project.

Year, quarter	List all activities of the quarter together with a brief description. The description of each activity must answer the following questions: What activity? In which channel? To whom? What is the message?

Please include a communication plan in your proposal email.

Budget

Please use the table below to outline the main thematic areas of the project along with their cost and sources of funding. The revenue and expenditure in the budget must be balanced. Both the minimum and maximum budgets must be submitted.

The share of own contribution and/or co-financing of the project must be at least 30%. However, the share of own contribution and co-financing can always be higher than the minimum.

In the case of an existing event to which a new conceptual dimension is added during the year of the European Capital of Culture, funding can only be requested for the new dimension. The existing event must be funded as in previous years.

Please include a detailed plan for the budget in your proposal email (*e.g. XLS file, Google spreadsheet, etc.*).

The budget should indicate the distribution of funding by year and by donor.

This aid constitutes state aid provided for culture and heritage conservation under the General Block Exemption Regulation of the European Commission.

		TOTAL

Describe which sources (funds, measures, projects) you plan to use to apply for additional funding with the support of both the co-financing of Tartu 2024 Foundation and other co-financiers contributing towards the project. Justify your choice and specify the steps required to receive additional funding. (Max. 2,000 characters)

Risk assessment

Outline **all** risks associated with project activities and their implementation. Assess the probability of each risk and describe how they could be prevented or mitigated.

Associated risk	Assess the impact of risk: low, medium, high	Assess the probability of risk: low, medium, high	Solutions, ways to mitigate the risk

Environmental awareness

All Tartu 2024 events must comply with the [Guidelines for Organising Environmentally Friendly Events](#). The Tartu 2024 Foundation supports the project organiser by providing relevant information materials and know-how, such as Tartu 2024 practical recommendations and planning checklists. The implementation of environmentally friendly cultural management practices must also be taken into account when preparing the project budget.

- I confirm that I have read the [Guidelines for Organising Environmentally Friendly Events](#) and will apply environmentally friendly cultural management practices in the preparation and implementation of the event.

Please attach the following files in your email:

- 1) Detailed action plan.
- 2) Communication plan.
- 3) Detailed budget plan (*e.g. XLS file, Google spreadsheet, etc.*).
The budget should indicate the distribution of funding by year and by donor.