

## EaP CSF RE-GRANTING 2017

### Annex VII: Final Narrative Report

**Project title:** **Creative Europe Forum:**  
*Creative Europe Programme and EAP-EU Cooperation Model*

**Grant Agreement no:** ENPI/2014/347-121

**Project duration:** 1 April 2017 and end on 31 July 2017

**Reported period:** 1 April 2017 - 31 July 2017

**The Lead organisation:** Golden Apricot Fund For Cinema Development (GA FCD)

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**1. Overall description of project implementation, changes in timeline and reasons for change**



The Project preparation works started in early April 2017. GA FCD prepared and signed the agreements with two partners - “Internews Ukraine” and International Foundation LEA. During the April-June 2017 the following activities have been implemented by all partners:

- the Call for participation and applications has been designed and distributed via lead partner and partners’ mailing lists and social platforms;
- the papers and applications have been collected;
- the contacts with Creative Europe desks in Georgia and Ukraine have been established via project partners in Georgia and Ukraine;
- the consultations and discussions have been organized with Ministry of Culture of Armenia to guarantee the participation of authorities and high level officials at the Forum;
- the Project presentation has been organized during EaP CSF Armenian National Platform meeting on 16 May 2017;
- the Forum participants have been selected;
- logistic arrangements for participants (travel and accommodation) have been proceeded;
- the Forum agenda has been designed and discussed.

On July 2017 was the final phase of the Project implementation:

- the Forum Agenda including all speakers, presenters and panels discussions participants have been finalized and distributed (see attached);
- the project Workbook has been published and distributed (see attached);
- promotion and information support campaign was organized via local media, including organization of a special press briefing with H.E. Mr. Piotr Antoni Świtalski - Ambassador, Head of the European Union Delegation to the Republic of Armenia and distribution of Forum’s bilingual press release via local and international media list (see attached).

The official opening of Creative Europe Forum was held on the 12<sup>th</sup> of July. Before the opening of the Forum a press briefing with H.E. Mr. Piotr Antoni Świtalski - Ambassador, Head of the European Union Delegation to the Republic of Armenia was held. Mr. Świtalski presented detailed information about European Union’s *Creative Europe Programme* and highlighted the importance for Armenia to join the Programme.

During the opening of *Creative Europe Forum*, speeches were made by **Mr. Piotr Antoni Świtalski**, Ambassador, Head of the European Union Delegation to the Republic of Armenia, **Nerses Ter-Vardanyan** – Deputy Minister of Culture of RA, **Harutyun Khachatryan** - Director of Golden Apricot Film Festival, and **Boris Navasardyan** - Member of the Steering Committee of the Eastern Partnership Civil Society Forum.



The guests of the Forum were official representatives from European institutions, the Ministry of Culture of Armenia, Creative Europe desks representatives (Georgia, Ukraine) as well as industry professionals. **Creative Europe Forum** had over 60 participants from more than 15 countries, including Poland, Bulgaria, Germany, Czech Republic, Netherlands as well as countries from the Eastern Partnership region.

As a result of 3-day activities a special Statement ‘*On Armenia’s Full Accession to the Creative Europe Programme*’ has been drafted and discussed. The final version of the Statement has been circulated via Forum participant’s mailing list and adopted (see attached).

Thus, the Project implementation was realized according to planned timeline without any changes.

## 2. Project Activities and Outputs

*Description of implemented project activities and how they translate into achieving the overall aim and specific project objective/s*

**Creative Europe Forum** was held on 12-14 July, 2017 in the framework of 14th Golden Apricot Yerevan International Film Festival. The 3-day Forum was focused on practical networking activities, knowledge transfer, pitching, one-to-one meetings, and expertise. It was an opportunity for film experts and film industry representatives from Europe and Eastern Partnership countries to discuss projects that have co-production potential and may enter European market. This was EaP-EU cultural co-operation and production in action strategy.

**Day 1 (12 July) – ‘Creative Europe Programme’ presentation;** was focused on key topics of *Creative Europe Programme*, development of EaP-EU creative industries platform, institutional connections (authorities-civil society) at the regional and inter-regional level.

To achieve the main aim and related to this specific project objectives, namely to advocate the Creative Europe full accession strategy in Armenia and EaP region, CE Forum brought together, in one auditorium, high level officials from European institutions and Creative Europe desks representatives (Georgia and Ukraine) - on one hand, and representatives of local authorities and the Ministry of Culture of Armenia – on the other hand. The initiated discussion was very tough and productive and underlined the vital necessity for Armenia’s creative sector to get access to Creative Europe Programme and also to adopt a Law on Cinema as a legal basis for international co-production. It was also very important to make the voice of civil society actors and local professionals heard and to increase the role of the civil society in cultural policy-making. As a conclusion of the discussion, the Head of the Foreign Affairs Department of RA Ministry of Culture, Lusine Kamalyan declared that Armenia will become the member of Creative Europe Programme in the beginning of 2018 (*Culture* sub-programme); the obligatory financial contribution will be secured in the Ministry’s 2018 budget. Meanwhile, the Ministry will probably adopt the Georgian positive experience regarding partial accession to Media sub-programme which might be a very important step in bridging the emerging gaps among the EaP countries while acknowledging the different paths and contractual relations with the EU.



**Day 2 (13 July) – ‘EaP-EU Cultural Co-operation Model’, series of panel discussion and case studies;** was focused on EaP-Europe transnational cooperation, networking, co-production and audience development.

EU and Eastern Partnership countries representatives discussed with local professionals:

- best practices, various perspectives, possible worries and their different levels of integration into the Creative Europe programme;
- financing models and creative projects developing possibilities in Europe;
- production and co-production models: how to become more competitive and how to get to work with European producers, markets and funds?

**Day 3 (14 July) – ‘EaP-Europe Co-production Workshop’;** was focused on practical networking activities, knowledge transfer, projects pitching.

27 projects have been selected to be pitch in front of EU experts and to be discussed further during one-to-one meetings. It was a unique opportunity for culture and creative industry’s representatives to define projects with high co-production potential and get experts advice.

All mentioned activities implemented during Day 2 and Day 3 achieved the main objective, namely:

- to enhance CCIs co-operation principles and practices;
- to promote EaP-EU transnational CCIs co-operation and production;
- to provide local CCIs capacity building platform;
- to maintain a platform for transnational audience and market access.

As a result of 3-day activities a special Statement ‘*On Armenia’s Full Accession to the Creative Europe Programme*’ has been drafted and discussed. The final version of the Statement has been circulated via Forum participant’s mailing list and adopted (see attached).

One of the Project objectives was to advocate cultural heritage protection. To achieve this particularly objective a special screening of the recently restored by GAFCD Armenian classical silent movie “Khas Push” by Hamo Bek-Nazarov (Armenkino, 1927) was presented to the Forum participants as well as wide audience and the cultural heritage protection address was made.

Thus, Project’s activities have been successfully implemented according to preliminary planned timeline without any changes.

*Please indicated the involvement of the target group/s*

The Project and **CE Forum** in particularly, has provided the full involvement of **Target group 1** (national authorities: Ministry of Culture; international organizations: European Union Delegation to the Republic of Armenia and EaP CSF Armenian National Platform; national and regional CSOs, independent policy-makers and experts; cultural and media experts; mass media/journalists) and **Target group 2** (CCIs international and local actors: creative professionals and organizations,



audiovisual companies, media organizations, producers, experts and etc) in the realization of the Project's activities.

Thus the Project has realised *the cross-sectoral dialogue strategy* and *the EaP-EU cultural industries cooperation in action strategy* which was fully addressed both target groups needs. Through the Project the national and regional CCIs got a platform where they discussed the EaP-EU co-operation principles and practices, brainstorm the co-operation ideas, participated in the capacity-building activities, established professional CCIs network at the EaP-EU scope, discussed, find transnational cultural production partners, etc.

*Please list and explain changes and reasons for change of project activities, if relevant*

All Project activities have been implemented in time without change as it was planned.

*Please list the project outputs*

The Project has advocated of the Creative Europe full accession strategy in EaP region and increased understanding of the authorities on the necessity of full accession of the EaP states to the Creative Europe Programme. Thus, it contributed to the effective policy-making and advocacy of the objectives of the EaP CSF at the EU level.

The project outputs are:

- Creative Europe Programme is presented, the concerns voiced and discussed;
- the platform for advocating of the Creative Europe full accession strategy in EaP region has been established;
- open and cross-sectoral dialogue on cultural policy-making has been initiated;
- the civil society actors (60 key national and international participants) made their voice heard and became consolidated in the regional cultural policy-making;
- the strategic role of CSOs in cross-sectoral policy-making and dialogue is reconsidered;
- the Forum Statement '*On Armenia's Full Accession to the Creative Europe Programme*' has been discussed and distributed among representatives of authority and policy-makers from six EaP countries;
- EaP-EU co-operation (and co-production) platform is enhanced;
- 27 co-operation projects are pitched and discussed with the EU experts;
- around 50 one-to-one meetings are held;
- business partnerships are established.

*Please list the changes and reasons for a change of the project outputs, if relevant*

The project outputs didn't change.

### **3. Project Impact and evaluation**

*Please describe the project impact*

The Project had the following impact:

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- the project helped to resolve the concerns of the national authorities towards the necessity of full accession of the EaP states to the Creative Europe Programme;
- the activity of EaP CSOs has been consolidated and resulting in the joint Forum Statement on Armenia's full accession to the Creative Europe Programme;
- as a result of the discussion during the Forum authorities declared that Armenia will become the member of Creative Europe Programme in the beginning of 2018 (*Culture* sub-programme); the obligatory financial contribution will be secured in the Ministry's 2018 budget and the Ministry will adopt the Georgian positive experience regarding partial accession to Media sub-programme;
- the role of CSOs in cultural policy-making is enhanced;
- the project contributed to advancing reforms of the EaP countries, strengthened the regional perspective and bridged the emerging gaps among the EaP countries while acknowledging the different paths and contractual relations with the EU;
- the project contributed to the effective policy-making and advocacy of the objectives of the EaP CSF at the EU level;
- EaP-EU cultural co-operation and transnational production platform has been established;
- new co-operation projects were enhanced between EaP and Europe leading to effective transnational dialogue, exchange, co-production;
- the cultural heritage protection address was made and a special screening of the recently restored by GAFCD Armenian classical silent movie "Khas Push" by Hamo Bek-Nazarov (Armenkino, 1927) was presented to the Forum participants as well as wide audience.

*Please list the impact indicators for evaluation*

- 60 key national and international participants made their voice heard and became consolidated in the regional cultural policy-making;
- EaP-EU co-operation and co-production platform is established;
- the Forum Statement '*On Armenia's Full Accession to the Creative Europe Programme*' has been discussed and distributed among representatives of authority and policy-makers from six EaP countries;
- 27 co-operation projects are pitched and discussed with the EU experts;
- around 50 one-to-one meetings are held;
- business partnerships are established;
- the project activities have got a wide media coverage.

#### 4. Gender mainstreaming

Please describe how gender approach was mainstreamed on the course of project implementation.

The Project activities respected the principles of gender equality, and promoted women leading and participation in all its segments and professional activities. This balance was respected during Project preparation and realisation, participant procedure, project selection, as well as regarding the invited experts and guests. In fact more than 60% of the project participants and beneficiaries were women.

#### 5. Visibility and Outreach



*Please describe the compliance with the Visibility Guide*

The appropriate EaP CSF logo and wording clarifying that the program is supported by the EaP CSF have been displayed on GAFCD website (<http://www.gaiff.am>) and all printed materials.

Promotion and information support campaign was organized via local media. A special press briefing with participation of H.E. Mr. Piotr Antoni Świtalski - Ambassador, Head of the European Union Delegation to the Republic of Armenia was organized for national and international accredited media; a bilingual press release has been produced and distributed via Golden Apricot FCD mailing list, which consists of over 500 contacts of Media and CCI organizations. On-line broadcast on Civilnet ([www.civilnet.am](http://www.civilnet.am)) – informational partner of Golden Apricot was provided. Several types of printed materials such as Forum Workbook, leaflets and banners have been produced and distributed along with Golden Apricot IFF catalogue among accredited guests and journalists (about 400 ppl.). The different events of the Project were fixed and placed on the festival web-site [www.gaiff.am](http://www.gaiff.am) and festival Face book to reach wider audience. All mass-media publications/coverage have been accumulated in the GAFCD data-base.

*Please describe the outreach of the project*

Information about the project's activities was widely presented via various media platforms. Please see below the samples of CE Forum coverage:

<http://www.gaiff.am/hy/1495788325>

<http://www.gaiff.am/en/1500374589>

<https://armenpress.am/arm/news/898424/erevanum-meknarkec-stextsarar-evropa-forumy.html>

<https://www.azatutyun.am/a/28612492.html>

<http://www.lragir.am/index/arm/0/society/view/157028>

<http://www.a1plus.am/1556236.html>

<https://www.youtube.com/watch?v=ysoWaeVhC9s>

<http://eap-csf.eu/index.php/2017/06/30/creative-europe-forum/>

[http://eap-csf.eu/wp-content/uploads/Creative-Europe-Forum\\_Project.pdf](http://eap-csf.eu/wp-content/uploads/Creative-Europe-Forum_Project.pdf)

## 6. Relevance for EaP CSF

*Please mention here how you consulted/involved/shared the project output/s with the relevant EaP CSF Working Groups and National Platforms or with EaP CSF Secretariat, if relevant.*

The project presentation has been organized during EaP CSF Armenian National Platform meeting on 16 May 2017. The project raised a huge interest among the ANP members. The presentation was followed by q&a session.

The CE Forum Agenda has been distributed among the EaP CSF ANP members and the participation at the CU Forum activities and panel discussions was open for EaP CSF ANP members (members of WG4 in particular).



Member of the Steering Committee of the Eastern Partnership Civil Society Forum, Coordinator of the Armenian National Platform **Boris Navasardyan** was invited to present a speech during official opening of the CE Forum.

The project final bilingual press release has been placed at EaP CSF Armenian National Platform website. The Forum Statement '*On Armenia's Full Accession to the Creative Europe Programme*' has been distributed and approved via EaP CSF Armenian National Platform mailing list.

## 7. Project Sustainability Outlook

Project sustainability outlook is based on the increased capacities of CCI and audio-visual professionals of the EaP region, also on the professional connections made through networking, co-operation and co-production opportunities emerge from these connections, financing and development of the selected projects becomes possible – the co-operation principles discussed earlier gives tangible and intangible outcome. The project strengthened the regional perspective and bridged the emerging gaps among the EaP countries. The project contributed to advancing reforms of the EaP countries (in Armenia in particular) and to the effective policy-making.

In 2018 Armenia will become a part of the EU's Creative Europe Programme so that Armenian organizations operating in the field of culture could apply for the upcoming grant competition expected in the beginning of 2018. The successful projects will not only provide fresh momentum to the development of culture and media culture in Armenia, but also create new opportunities for a mutually beneficial cooperation between the EU and the relevant organizations of the Eastern Partnership Countries.

## 8. Attachments (if relevant)

- ✓ CE Forum Workbook
- ✓ CE Forum Call for Applications
- ✓ CE Forum bilingual Agenda
- ✓ CE Forum bilingual press release
- ✓ The Forum Statement '*On Armenia's Full Accession to the Creative Europe Programme*'

Susanna Harutyunyan,

Project Manager,  
GAFCD Artistic Director

