Leader Transnational Culture

Transforming rural areas through international cultural cooperation
Transformation through culture?

Transformation takes place, but can also be shaped. The digital revolution, sharing economy, migration, etc. require new answers – in a rural context too. Art and culture have the potential to question, accompany and design change using their creative means. In a networked world, interculturally sensitive approaches are called for – transnational partnerships are an ideal mechanism. For these reasons, the joint funding initiative Leader Transnational Culture was developed by the Austrian Federal Chancellery and Federal Ministry of Agriculture, Forestry, Environment and Water Management as part of the Rural Development Programme / LEADER 2014–2020.
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Why Leader Transnational Culture?

The Leader Transnational Culture initiative supports positive transformation processes in rural regions that can be implemented by means of art, culture and creativity.

Objectives:

— Develop transnational showcase projects that use culture as a positive force for change
— Position Austria as a location for creative innovation and transnational artistic interaction
— Strengthen the involvement of those active in Austrian arts and culture, both in rural development processes and transnational cooperation
— Promote the international transfer of expertise in the area of „culture as a transformative force“

Topics:

— Transformation of occupational fields and associated intercultural and creative challenges
— New relationship networks in the area of discourse between locals, immigrants and refugees and also visitors, and relevant (inter)cultural answers
— Social innovation and the structuring of participation using creative and artistic means
— Cultural and artistic challenging of stereotypes and contributions to a new image of the countryside
Which activities are funded?

Leader Transnational Culture focuses on high cultural and artistic quality and on the direct involvement of local cultural players. It combines local activities with transnational cooperation. Each funded project must meet these requirements.

Cultural activities that can take place in Austria include:

- Events
- Establishing and developing networks
- Cultural strategies, concepts and studies
- Promotion of art and culture

The following activities, for example, can be undertaken in collaboration with partners from outside Austria:

- Cooperative project development and implementation
- Transnational marketing and public relations
- Transfer of good practice and study visits
What are the selection criteria?

Projects are selected on the basis of seven selection criteria. These include both general criteria for all Leader transnational projects and culture-specific guidelines.

The seven selection criteria are:

- Evidence of content-related quality
- Quality of the project partnership and transnational dimension
- Sustainability
- Cross-sectoral cooperation
- Innovativeness
- Quality of public relations and awareness raising
- Quality of the cultural and artistic implementation and cooperation concept

Detailed information about the criteria is available on the Internet:

www.kunstkultur.bka.gv.at
> Europa/International (in German only)

www.bmlfuw.gv.at/en
> Fields > Agriculture > Rural development
Which partnerships are eligible?

Austrian Leader regions and their cultural institutions develop joint cooperation and implementation projects with at least one project partner institution outside Austria. A significant proportion of the costs incurred by the Austrian project management agencies are borne by the Leader Transnational Culture funding programme and the Federal Chancellery in Austria. The partners outside Austria take care of their funding themselves.

Partner institutions outside Austria:

- Leader regions
- Partners implementing rural development strategies
- Cultural institutions

Geographical focus:

Austrian project management agencies can work with partner institutions from

- Europe and/or
- third countries (worldwide)
How to apply

Applications can be submitted on an ongoing basis:

1. Contact the Leader region, which will provide you with information about local eligibility requirements for funding.

2. The Leader region makes an initial selection and forwards the applications to Agrarmarkt Austria (AMA).

3. AMA makes a funding decision within four months on the basis of complete applications.

Application forms and assistance:

www.kunstkultur.bka.gv.at
> Europa/International
(in German only)

www.bmlfuw.gv.at/en
> Fields > Agriculture > Rural development

www.ama.at
> Fachliche Information > LE Projektförderung
(in German only)