ERIAC
EUROPEAN ROMA
INSTITUTE FOR ARTS
AND CULTURE

European Roma Institute for Arts and Culture e.V.

Reinhardtstraße 41 – 43. Ground floor, street entrance, DE –10117 Berlin
eriac@eriac.org

ERIAC ARTS AND CULTURE INNOVATION PROGRAM

CALL FOR APPLICATIONS

GUIDELINES FOR APPLICANTS

ESTABLISHMENT OF THE ERIAC ARTS AND CULTURE INNOVATION PROGRAM[1]

The European Roma Institute for Arts and Culture (ERIAC)'s mandate is "the promotion of arts and culture and education as a means to promote human rights and intercultural understanding and thereby to tackle anti-Gypsyism and discrimination against Roma in Europe and to increase their self-esteem" (ERIAC Statutes, art 2.1).

In response to the global outbreak of Covid-19 Pandemic, which has also impacted severely the Roma arts and culture field, ERIAC aims to strengthen resilience of Roma cultural producers by supporting creativity, the spirit of innovation and self-sustainability.

Through cultural initiatives, the Program will support the development of new arts and culture content, fostering knowledge-production and knowledge-transfer and promote creativity and self-sustainability of Roma artists, entrepreneurs and creators. The ERIAC Innovation Program:

- encourages sustainable, long-term impact;
- stimulates innovation, ingenuity, creativity and virtuosity of Roma creators;
- seeks to activate and mobilize Roma cultural scene to create, to grow, to re-invent, to transform;
- boosts collaboration across cultural domains, countries, identities, genders and generations, as well as among and across Roma art and culture and community agents;
- searches for multiplier effect, benefiting directly or indirectly, Roma families, communities and majority society at large, including through contributions to other ongoing Roma-led initiatives in the field.

In order to maximize the impact generated by the new cultural content and knowledge, and to disseminate them as collective and accessible resources, ERIAC will serve as a platform to distribute, reproduce and promote the initiatives and their outputs. As a co-creator and co-producer, ERIAC will incorporate the outcomes of the supported initiative into its own international programming.

ERIAC ARTS AND CULTURE INNOVATION PROGRAM INITIATIVES

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[1] The ERIAC Arts and Culture Innovation Program is supported by the Open Society Foundations (OSF) Covid-19 Rapid Responses Pooled Fund created as an Emergency Mechanism to respond to the impact generated by the pandemic. ERIAC successfully applied for the Pooled Fund with the objective of reinventing and redirecting our work in order to respond to the challenges created by Covid-19.

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ERIAC invites Roma arts and culture producers, creators and entrepreneurs of all genre in the domains of ERIAC's mandate (arts and culture; media; knowledge-production; history and commemoration) to apply for the ERIAC Arts and Culture Innovation Program. Entities, arts and culture institutions, companies, associations and artistic collectives are also encouraged to apply.

The program is structured in 3 CATEGORIES: GOING DIGITAL CULTURE, GOING ENTREPRENEURIAL and GOING SMART. Under each category, applicants can apply for a one-time contribution of **between 2.500 – 5.000 euro**, paid via bank transfer. The initiatives are expected to last between **3 – 6 months, starting in July 2020**.

1. GOING DIGITAL CULTURE (Initiatives)

As the mainstream arts and culture scene is by necessity reinventing itself in the digital space, ERIAC and its project partners shall propose innovative artistic and cultural responses to this new reality. Focusing on long-term impact and in response to the global trend of transitioning to the digital, ERIAC aims to support the transformation of Roma arts and culture entities and individuals into the online space. In this category, ERIAC will support the creation of new arts and culture productions (all genres: including visual arts, animation, film, performative arts etc.). As a core of this transition, ERIAC encourages the production of counter-narratives to the increasing far-right and anti-Gypsyist propaganda. Creativity, critical thinking and Roma arts are primary strategies of ERIAC to challenge the wave of lies and de-humanisation, disinformation and misinformation about Roma, and Roma women in particular.

What type of initiatives can be supported under this category?

MOVING CULTURE ONLINE

ERIAC aims to strengthen the resilience of Roma arts and culture field by developing new, quality and innovative cultural content and by generate inspiring, and powerful educational resources for both the Roma and the majority. This stream will support the production of new arts and culture productions (all generals: including visual arts, animation, film, performative arts etc.), as well as curating new exhibitions and virtual tours. Within this stream, ERIAC also encourages critical reviews, texts, essays that reflect on the current Roma arts and culture and curatorial practice.

PRODUCING COUNTER-NARRATIVES - CHALLENGING HATE THROUGH ARTS AND CULTURE

During the pandemic, the Roma are continuously used as scapegoats in public discourse and in the media as guilty of spreading the virus. The anti-Roma hate speech in traditional and online media is on the rise and the number of fake news targeting Roma is growing. In order to challenge the wave of disinformation and misinformation, ERIAC encourages the applicants to generate media/ journalistic content to promote the dissemination of authentic messages, as well as by providing information to Roma communities and the majority.

What type of actions will be considered eligible?

- Creating a website;
- Translation and interpretation;
- Digitalization;
- Acquiring the necessary technical equipment supporting operating in the online space;

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- Producing arts and culture content available online;
- Creating online exhibitions;
- Creating journalistic/ media content for online and offline media as well as social media;
- Acquiring the necessary equipment allowing streaming, supplying quality photographic or video content;
- Becoming a source of information to Roma communities;
- Gathering relevant data;
- Etc.

2. **GOING ENTREPRENEURIAL (Fellowship Program with the Roma Entrepreneurship Development Initiative - REDI)**

The lack of formal registration of Roma arts and culture creators makes these cultural producers ineligible for support scheme and emergency funds introduced by governments. This Fellowship Program developed in cooperation with REDI, aims to support, coach and mentor the transformation of informal arts and culture creators into cultural entrepreneurs. In this way, ERIAC addresses the challenge that the majority of Roma arts and culture producers operate as freelancers, and many work in informal economy.

What type of initiatives can be supported under this category?

BRINGING SELF-SUSTAINABILITY TO CULTURE

ERIAC aims to increase the resilience of the Roma arts and cultural sector by supporting innovation and entrepreneurial approaches in the sector. These projects will support the transition of Roma arts and culture producers into entrepreneurs, by helping them establish and/or formalize economic activity, transition the economic activities into the online sphere, develop and refine products and services, designing business plans and advertisement campaigns.

BRINGING CULTURE TO BUSINNESS

In order to support the development of Roma brands, and connect the entrepreneurs to the Roma community as consumers, ERIAC and REDI will support the participation and partnership of Roma artists and businesses to develop designs, brand identity and messages that instil Roma pride, belonging and solidarity.

What type of actions will be considered eligible?

- Formal registration with proper authorities of the business;
- Developing a business plan;
- Acquiring necessary technical equipment;
- Design and branding;
- Creating an online shop or advertising your services/ products online;
- Advertisement campaigns;
- Etc.

3. **GOING SMART (Initiatives)**

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ERIAC aims to generate inspiring and powerful educational resources for both the Roma and the majority by focusing on knowledge-production and knowledge-transfer. Under this category, ERIAC will support projects focusing on generating new knowledge through innovative research, especially focusing on aspects related to Roma identity, culture, history and heritage. GOING SMART will also support developing methodologies for creative and Roma-led knowledge transfer and on designing materials for Roma identity learning in the framework of formal and non-formal education. ERIAC encourages lectures, critical reviews, texts, essays focusing on Roma arts and culture, history, heritage and identity-practice.

What type of initiatives can be supported under this category?

TOWARDS THE ROMA ONLINE UNIVERSITY

ERIAC will become the platform for the ROMANI SKOLA – an Online University. The Romani Skola will offer high-quality educational materials and resources, focusing on Roma identity, arts, culture and history. The content generated under this stream will guarantee the development of the Roma arts and culture curriculum, available to Roma and non-Roma. To compensate for the lack of access to formal schools, ERIAC will become a platform for the new school of Roma, reinforcing identity and providing visibility to cultural producers. The format will include: classes, tutorials, academic lectures oral history, and entertainment. In close coordination and reliance on key partners like REF and CEU, ERIAC will become a platform for online schooling and mentoring.

REINFORCING ROMA IDENTITY – ROMA ARTS AND CULTURE RESOURCE CENTER

ERIAC plays a role in conveying a message of hope and instilling a feeling of belonging in Roma communities. Under this stream, ERIAC will support the development of research, knowledge and tools focusing on symbolism, solidarity and cooperation among Roma across Europe. Strengthening Romanes language learning and development, development of new historical, cultural and arts and culture knowledge and symbolism as well as commemoration practices will, among others, contribute to the building of Roma Arts and Culture Resource Center that will be channelled to the Roma Digital Museum and Roma Online University.

What type of actions will be considered eligible?

- Research projects conceptualizing Roma arts and culture;
- Acquiring necessary hardware/ equipment to be able to attend online classes, for example by buying a computer or getting access to Internet;
- Creating online classes, building curriculum of Roma arts and culture, lectures;
- Developing or upscaling Roma identity symbolism;
- Collecting and promoting Roma cultural heritage;
- Online commemorations;
- Development of textbooks, curriculums;
- Creative-writing and publications;
- Etc.

Timeline

- May 20, 2020 – Publishing of the Call for Applications

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- June 10, 2020 – Deadline for Submission

- June 25, 2020 – Announcement of Supported Initiatives

- July, 2020 – Initiatives begin (project shall last between 3-6 months)

Eligibility criteria

Applications from all candidates belonging to the broadly understood Romani community are invited to apply, irrespective of nationality, country of residence, gender, disability, marital or parental status, age, religion, belief, or sexual orientation.

All applicants are required to be *active contributors to the Roma arts and culture scene*, falling under one of 4 thematic sections of ERIAC's work (arts and culture; media; knowledge-production; history and commemoration). Musicians, artists, performers, artisans, filmmakers, media professionals, curators, educators and researchers, designers, among others, are invited to apply. Roma arts and culture companies (theatre, bands etc.), informal artistic collectives, non-profit entities and cultural entrepreneurs are also encouraged to apply.

Both, ERIAC associate members as well as ERIAC non-members are eligible to apply. However, the Selection Committee will give priority to current ERIAC associate members who fulfilled the principle of contribution. The beneficiaries who are not ERIAC members will be invited to apply for ERIAC membership and comply with the principle of contribution.

Applications which do not fulfil the above-mentioned requirements will not be accepted.

How to apply?

All candidates are required to fill out an online APPLICATION FORM, along with your updated professional CV (max. 3 pages). The application will request:

- Brief description of the arts and culture trajectory of the applicant (max. 500 words);

- Detailed description of the planned initiative (the applicants need to clearly state for which category they are applying for), highlighting ways in which the support will be used to meet the Initiative's objectives. In case the proposed initiative falls under more than one category, the applicant shall choose the primary category, and explain in what ways it overlaps with the other categories;

- Motivation statement, indicating why you believe that ERIAC should support your idea (max. 500 words).

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Additional information, such as portfolios, examples of work, supporting documents etc. can also be attached online.

The application can be completed in English and/ or Romanes.

The online application can be submitted online on the ERIAC website, between May 20 – June 10, 2020. Applications received later will not be considered.

In case of questions, please reach out to ERIAC via eriac@eriac.org writing in the Subject Line: **ERIAC Innovation Program**

SELECTION PROCESS

Selection Committee

The Selection Committee will be composed of 7 members:

- 5 ERIAC Barvalipe Academy Members, one delegated from each of the 1 thematic sections + Chair of Barvalipe Academy.
- 2 ERIAC Board Members.
- For categories GOING ENTREPRENEURIAL, one delegate on behalf of REDI may join the selection committee.

Both ERIAC organs will decide internally and delegate their representatives to the Selection Committee.

ERIAC Executive management will not be part of the Selection Committee. The ERIAC management will fulfil the function of the secretariat, collecting information, conducting pre-checks on eligibility and making sure the applications are complete.

The ERIAC Board Members, Management, staff and Barvalipe Academy members are not eligible to apply.

Selection Protocol

ERIAC Management will collect all eligible applications, conducting a pre-check on eligibility and all documents attached. In case more information is needed, the ERIAC management will request additional supporting materials and/or conduct interviews.

1. All eligible applicants, sorted by category, will be uploaded to common server and made available to the Selection Committee. The Committee members are invited to review all the applications.

2. The Selection Committee will meet online separately to discuss the selection of final beneficiaries. The decision will take place using a voting platform (polling option in ZOOM),

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that allows anonymous voting in real-time. The fixed number of initiatives in each category will be awarded. In case of tie, a discussion among the members will follow the voting.

3. The initiatives supported by the ERIAC Innovation Program will be announced online.

Selection Criteria

The beneficiaries will be selected on a competitive basis, evaluated on the relevance of the application, quality of the proposed initiative and originality of their proposal. The Selection Committee will in particular pay attention to:

- Possibility of sustainable, long-term impact;
- Inter-disciplinary initiatives which transgress borders of art genres and cultural spheres;
- Original ideas which connect and work across multiple thematic sections of ERIAC;
- Collaborative projects which strengthen cooperation across countries and different Roma groups identities, and reinforce intra-ethnic solidarity;
- Innovation, ingenuity, creativity and originality of the proposal;
- Multiplier effect, benefiting directly or indirectly, Roma families, communities and majority society at large, including through contributions to other ongoing Roma-led initiatives in the field.

Gender equality will be a priority in this call, this is why half of the projects shall be given to Romani women or women-led initiatives.

The applicants are eligible to apply in only one category.