

# ECF ANNUAL REPORT 2012



The European Cultural Foundation (ECF) initiates and supports cultural exchange and creative expression across wider Europe. We do this because culture inspires, empowers and engages people to contribute to democratic societies.



Three main objectives underlie all that ECF does:

- Empowering and engaging people
- Linking cultural policy and practice
- Connecting sources of knowledge for the future



# Empowering and engaging people

ECF supports art and culture for the contribution it makes to Europe. Through art and culture, people are engaged and empowered to make change happen and to help shape the future of the continent.

## Youth & Media

Our Youth & Media Programme (*Doc Next Network*) reaches out to young European media-makers who are frequently excluded from mainstream public discourse. Highlights in 2012 included: developing one methodology and practice across borders through the creation of four media labs; making possible the vibrant live-cinema performance *European Souvenirs*; and participating in IDFA.

## Grants

Through our grants programmes, ECF funds organisations and supports projects that stimulate transnational cultural collaboration as well as the mobility of artists and other cultural players. Many of the applications we received in 2012 confirmed the emergence of new creative movements that are focussed on broader participation and re-invigorating European democracy. This directly influenced our strategy for 2013 and beyond.

## ECF Princess Margriet Award

The *ECF Princess Margriet Award*, initiated by ECF in 2008, is an annual prize given to European artists, intellectuals or activists who envisage a truly intercultural landscape and strive for societal change. In 2012, laureates Charles Esche and John Akomfrah played an active role in other ECF activities throughout the year.

## Imagining Europe

To round off our four-year-plan (*Narratives for Europe 2009-2012*), ECF organised a public event: *Imagining Europe*. It brought together leading artists and thinkers from diverse disciplines and backgrounds to explore some of the most pressing questions concerning contemporary Europe through music, performance, film, exhibitions and debate. The event opened up new possibilities for ECF to engage with different audiences and create new partnerships, especially in the Netherlands.

# Linking cultural policy and practice

More Europe debate in Amsterdam. ©Photo: Maarten van Haaff

Linking cultural policy and practice  
Total € 1,306,765 (22%)

Advocacy  
€ 351,067 **6%**

European Neighbourhood  
Programme  
€ 955,698 **16%**

Percentages are of total annual costs



ECF is committed to projects that contribute to cultural policy development locally, nationally, regionally and on a European level with the knowledge that robust policy development is enhanced by strong links to practice.

# European Neighbourhood Programme

Over the past ten years, the European Neighbourhood Programme has stimulated civil society working in the field of culture to influence policy reform and societal development in the Balkans, Kaliningrad, Moldova, Turkey, the Ukraine and the countries of the Arab Mediterranean region.

In 2012, our efforts in this area were focussed on two main activities. In the Eastern Partnership, we contributed to the *Ukraine Culture Network* project and strategic cooperation *Trios* in Moldova, and introduced policy proposals for a civil society advocacy group in the EU's Eastern neighbouring countries. In the *Tandem Cultural Managers' Exchange* we concluded a large number of exchanges and launched new ones to foster collaboration between Europe, Turkey, Ukraine, Moldova and the Arab world.

# Advocacy

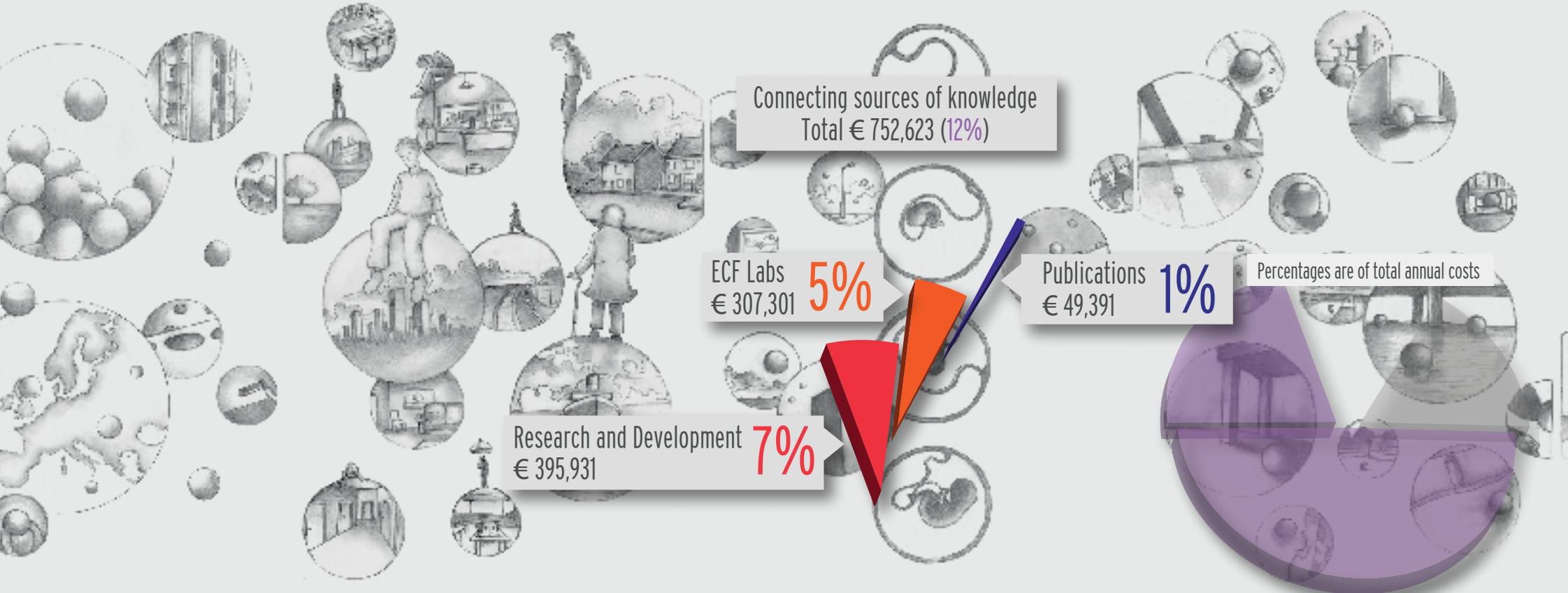
ECF advocates for an inclusive, democratic, open and creative Europe. We do this through all of our work that has a public advocacy component, such as events and other activities and, on a political advocacy level, by consistently linking policy and practice.

In 2012, we contributed to promoting intercultural dialogue, advancing the role of culture in EU external relations and activities related to the future EU Creative Europe Programme (2014-2020). We also presented the *Cultural Policy Research Award 2012* (together with Riksbanken Jubileumfonds of Sweden and European Network of Cultural Administration Training Centers – ENCATC), as well as supporting international campaigns such as *we are more and More Europe*.



# Connecting sources of knowledge for the future

Comic: Siebe de Boer



ECF shares and connects knowledge across the cultural sector and links culture to other knowledge spheres. We believe that, by working across and between disciplines and sectors, we will be able to address our European and global challenges more effectively.

## Research and development

We share the knowledge, experience and expertise that we gather through our work with others in the cultural and philanthropic sectors. This knowledge is also put to good use in our own organisation and in the development of our activities.

In 2012, we rounded off the first phase of *Narratives for Europe* with the *Imagining Europe* event and a publication: *Remappings - The Making of European Narratives*. We also started to develop an impact assessment methodology for ECF.

## ECF Labs ([ecflabs.org](http://ecflabs.org))

Our online presence ECF Labs is an easy-to-access platform where the cultural sector can interact and freely share information. ECF Labs connects all ECF sources of knowledge.

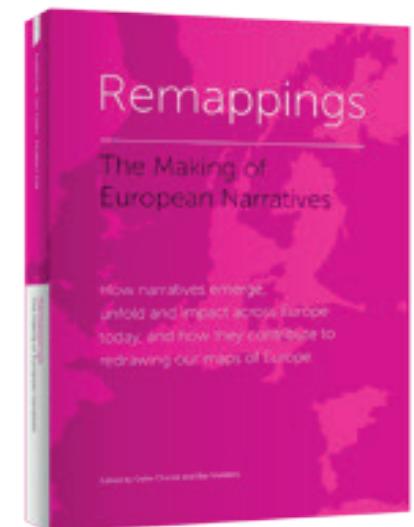
In 2012, the first externally-facing and entirely user-generated space was launched: STEP Beyond Lab, opening up exciting new possibilities for the future.

Jason Dittmer at *Remappings* book launch. ©Photo: Xander Remkes Siebe de Boer

## Publications

ECF publications are a vehicle for sharing knowledge related to our own and our partners' activities, advocacy actions, Narratives for Europe initiatives and cultural development in Europe.

2012 saw the production of a wide range of publications, both online and offline, to support programme-based and corporate activities and events. In addition to dedicated ECF publications, including the collection of commissioned essays inspired by our Narratives theme, we also engaged in our partners' publishing work, especially within the European Neighbourhood Programme.



# Organisation



2012 was a challenging year. Rhetoric against Europe became more strident and the financial crisis became an increasingly harsh reality for people across the continent. Governments slashed budgets and the cultural sector was hit especially hard. If the cultural sector is to be sustainable, it will clearly have to investigate new models of financing, as well as teaming up with other sectors.

Thanks to our longstanding agreement with the Prins Bernhard Cultuurfonds (PBCF), ECF receives an annual income from the lotteries. In 2012, 75% of our income came from PBCF. However, declining lottery income has led to a reduction in the funds we receive. To weather this, we are closely monitoring all costs and aim to realise at least 35% of our income from sources other than PBCF by 2016.



ECF's activities are diverse but show a high level of interconnectivity - from our programmes for young people and work in the European neighbourhood to our grant-giving, our advocacy, our publications and our digital presence.

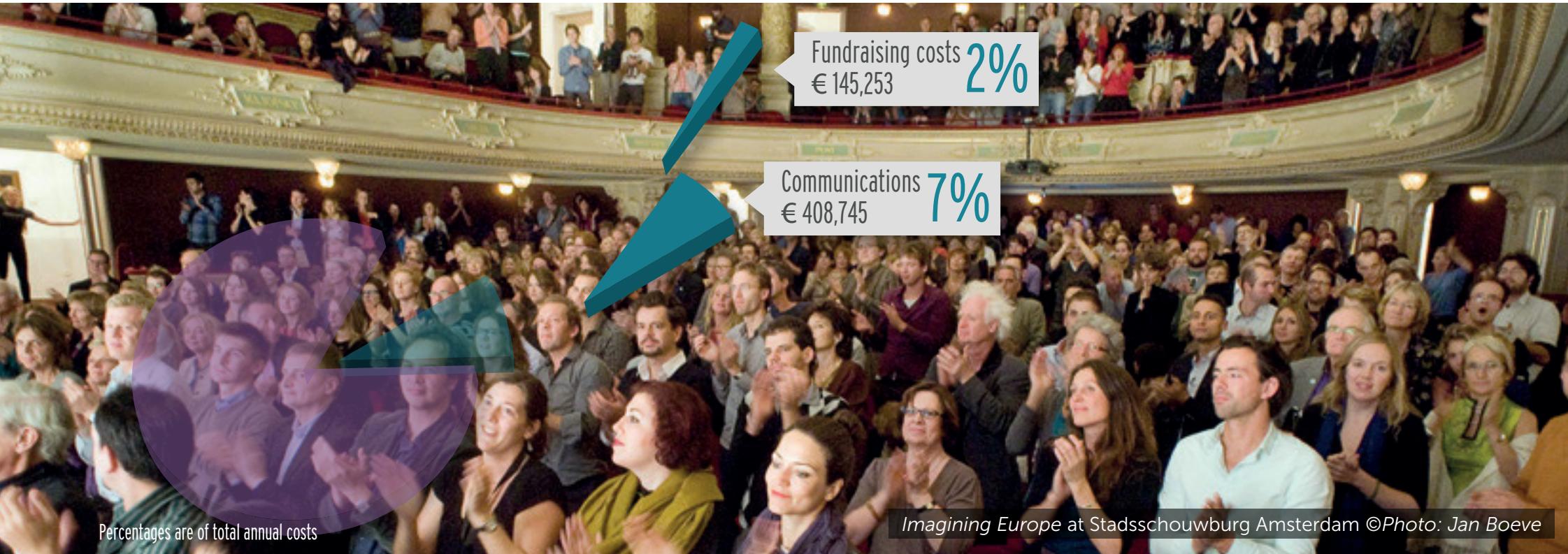
84% of our expenditures are dedicated to our goals and objectives, which are:

- Empowering and engaging people
- Linking cultural policy and practice
- Connecting sources of knowledge for the future.

In 2012, we focussed on increasing ECF's visibility, especially in the Netherlands, and in so doing, brought a clear message of the vital importance of Europe. ECF's two major events – *Imagining Europe* (Amsterdam) and the 4th ECF Princess Margriet Award (Brussels) – contributed significantly to this focus.

Given the challenges of 2012, we are even more acutely aware of the importance of our core values and the urgency of promoting them. As a result of our aim to act as a catalyst and to facilitate the efforts of others, we are working more intensively in a networked way. Culture, creative communities and democracy remain important aspects in all of our work.

# Communications and Fund Development



During 2012, we were able to raise our profile on a local and European scale. ECF enjoyed increased press coverage – especially in the Netherlands, where we have not been well known. We were also able to engage with a growing number of followers via social media. Consistent online and offline communication has helped to create a more coherent and distinctive identity for ECF and our activities.

Each member of the ECF Comms/Digital team brings individual expertise that complements the skills of other team members. Grants, Programmes and Advocacy have a dedicated contact within the Comms/Digital team. Depending on the target group, any combined programme team can involve other areas of expertise to increase the effectiveness of communications. The communications budget is divided over all ECF activities.

## Events

Events are a key public advocacy tool that support our goals, meet our communications objectives and create networking opportunities. High-profile events in 2012 included *Imagining Europe*, ECF Princess Margriet Award and collaboration with the International Documentary Film Festival Amsterdam (IDFA).



## Press/PR/Campaigns

These events and our advocacy work provided excellent opportunities for expanding and enhancing ECF's media contacts. Through social media we saw user engagement increase.

## Digital & Social media

In 2012, concerted efforts went into reinforcing ECF's online brand and creating new ways of accessing our online platforms, using mobile devices like smartphones and tablets. Following a social media review, we decided to focus on the most successful platforms for us: Facebook, Twitter, Vimeo and YouTube. Our ambition is to broaden our audience even further.

## Fund development

ECF's fundraising objective is to diversify our income. In 2012, we met our fundraising target. We continued to cooperate with other European foundations and focussed on building stronger relations with partners, both old and new, in the Netherlands. ECF received a two-year grant from the European Commission 'Culture' Programme and we were a partner in a successful tender from the European Commission, through a consortium led by the Goethe Institut. We will build on this base in 2013.

*We will further expand ECF's visibility and our partnerships in the Netherlands and beyond*

Please visit ECF's website at [www.ecf-annual.org/2012/](http://www.ecf-annual.org/2012/) to see the full version of our 2012 Annual Report. This new digital way of presenting our vision and projects, figures and forecasts is designed to make information about ECF's activities more accessible and relevant (and to save some trees at the same time!).

You can browse our report online or you can download each section individually as a PDF file.

We hope you enjoy reading it!



ECF is grateful for the longstanding partnership with the Prins Bernhard Cultuurfonds. As a result of this partnership, ECF acknowledges the annual financial contribution - via the Cultuurfonds - from the BankGiro Loterij, the Lotto and the Nationale Instant-Loterij.