

We are looking for Partners in Regional Centres

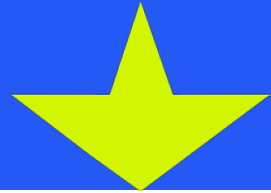
House of Europe is looking for local partners to implement its pop-up hubs, which will develop creative entrepreneurship in the regions. Between November 2019 and February 2022, House of Europe will hold pop-up hubs in three regional centres of Ukraine (one city per year).

House of Europe pop-up hubs – are temporary physical spaces in which informational and educational activities will take place. Their main goal will be transfer of the European experience in developing creative industries.

The main objectives of pop-up hubs are:

- 1) to provide support and to accelerate local entrepreneurs and start-ups in creative industries by providing them with knowledge, skills, Ukrainian and EU networks.
- 2) to raise awareness among local entrepreneurs as well as the wider group of change-makers on House of Europe and other relevant EU opportunities such as professional exchanges, study tours, project grants, and others.

The detailed programme of the events and activities for each city will be designed jointly with the partner.



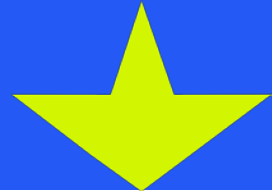
Core events will be:

- 5-days workshop for creative entrepreneurs aimed to develop their business ideas and skills for building a team;
- 2-days festival for start-ups and entrepreneurs in creative industries including presentations of Ukrainian and European start-ups, and best practices. Festival will be targeted those working in cultural and creative field, as well as more general audience as for example youth eager to build a career. It will be mainly informational and educational event;
- 3 weeks of residency for entrepreneurs and start-ups in creative industries in format of acceleration programme. Its concept will be developed together with a partner according to local needs and facilities.

Partner's tasks:

The partner is expected to deliver the following tasks:

- develop the concept and detailed programme of events and activities together with House of Europe team;
- arrange logistics and support organizational for events and activities;
- support communication with speakers, trainers, and participants of events and activities.



Pop-up hubs supporting creative entrepreneurs will take place between November 2019 and February 2022. First of the three editions of the programme will start in spring 2020.

Who can apply:

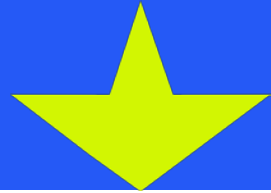
- creative hubs,
- private cultural operators,
- non-governmental organisations,
- publicly-funded cultural institutes

Potential partner:

- is operated in the cultural and creative sectors and constitute a legal entity,
- is be based in one of the regional centres of Ukraine,
- is able to provide premises to hold workshops and the festival,
- has experience in hosting and organizing events.

How to apply:

Fill out the **online application form**: answer the questionnaire and download the documents

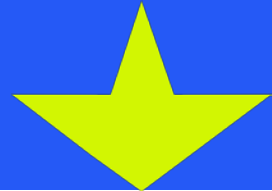


- CV / resume of key managers responsible for communication with House of Europe and those who will implement the program,
- Photos of your location,
- Scan copy of the CDR extract.

The submission deadline is **Monday 2 December 2019, 15:00 Kyiv time.**

Selection criteria:

- Experience in organising events, trainings, workshops, and festivals;
- Availability of premises and location;
- Established channels of communication with representatives of the creative sector;
- Availability of team, that will cooperate with House of Europe and work on programme (administrator, managers);
- Ability of the core team to communicate in English (both speaking and written);
- Experience of working with international organisations and/or EU-funded programmes will be an advantage.



Glossary

Creative industries – are types of economic activity that have the potential to create added value and jobs through cultural (artistic) and/or creative expression, and their products and services are the result of individual creativity, skills and talent. The sectors of the creative economy include (but are not limited to) advertising and marketing, architecture, crafts, creative hubs, design, fashion, festivals, film, IT and gaming, media, museums and galleries, music, performing arts, publishing and literature, TV and radio, visual arts and photography etc.

Creative entrepreneur – person working in the creative sector who is able to demonstrate business success in the classic terms of economic growth (profit, market share, employees) and / or in terms of his or her reputation (creativity, quality, and aesthetics) amongst his or her peers.

Start-up – is a company that is in the first stage of its operations. These companies intend to grow beyond the solo founder, have employees, and intend to grow large and look for a scalable business model.