

# Looking for a partner to host the Pop-up Hub

We are looking for a creative hub in the regional centre to host the Pop-up Hub and the House of Europe Festival in spring 2022. The Pop-up Hub will be our collaborative project: together we will design and carry out the events to engage the local community.

In 2020 we cooperated with the [Interaction Platform Prostir](#) from Rivne, in 2021 our partner is [Dnipro Center for Contemporary Culture](#).

## 1. House of Europe

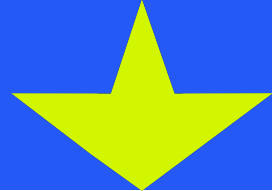
House of Europe is a new EU-funded programme fostering professional and creative exchange between Ukrainians and their colleagues in EU\*<sup>1</sup> countries. The programme focuses on different professional fields: culture and creative industries, education, health, social entrepreneurship, media, and youth.

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This encompasses 20+ separate programme lines enabling to go for professional events, internships, and networking in the EU\*, or to enrol in study tours, residencies, trainings, and other forms of support. House of Europe funds cultural coproductions and cooperations between Ukrainian and EU\* organisations, along with the development of cultural infrastructure and artistic concepts for youth in Ukraine. Finally, the programme offers various youth camps and an intra-Ukrainian university exchange.

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<sup>1</sup> Here and further in the text whenever marked with \*: plus the United Kingdom. The EU countries include Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.



## 2. The Pop-up Hub

We believe that we should go where our support and information are needed the most: out in the regions. Therefore each year we set off to a regional centre with the Pop-up Hub.

The Pop-up Hub is our temporary “embassy” in a local creative hub. Here one can learn about the opportunities the EU\* has to offer to Ukrainians, find out how to fill in applications, get inspired in a film screening or a concert, and relax in the lounge zone. Learn more about this programme on the [Pop-up Hub web page](#).

Another element of the Pop-up Hub is an online boot camp for creative start-ups and enterprises. It provides the information needed to found a full-fledged business: design the strategy, get the financing, and internationalise it. Learn more on the [Creative Business Academy web page](#) or watch a [video about the Creative Business academy 2020](#).

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The Pop-up Hub lasts for at least three weeks and culminates with the House of Europe Festival. The Festival offers lectures and personal consultations from Ukrainian and EU practitioners, new contacts among successful creative start-ups from all over Europe, networking, movie screenings, concerts, and parties. Learn more about the event at the [House of Europe Festival web page](#) and in the [video about the House of Europe Festival 2020](#).

We care about our visitors' safety in times of COVID-19 and hold events following all the necessary precautions and protocols.

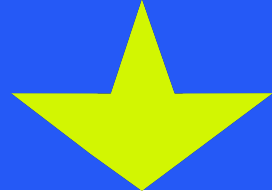
## 3. Eligible cities

We are looking for a creative hub from one of the regional centres of Ukraine.

For Luhansk and Donetsk regions, we are making an exception, allowing large cities that are not regional centres to apply.

## 4. Ineligible cities

In 2022 we will not visit:



- Rivne and Dnipro. We already planned Pop-up Hubs in these cities, and we aim to bring information about EU\* projects to different cities of Ukraine.
- Kyiv. Our information hub is based in Kyiv, and we aim to visit cities that do not have much information about EU\* projects.

## 5. Partner's tasks

- To develop the concept and detailed programme of the Pop-up Hub and the House of Europe Festival together with our team
- To take care of logistics and organisation of the Pop-up Hub and the House of Europe Festival events
- To communicate with speakers, trainers, and participants of the Pop-up Hub and the House of Europe Festival

## 6. Who can become a partner

- A creative hub
- A private cultural operator
- A non-governmental organisation
- A publicly-funded cultural institution

## 7. What are the requirements for a partner

We are looking for a partner that:

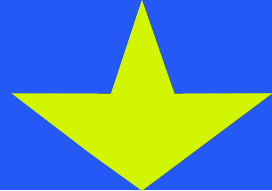
- Operates in the sector of culture and creative industries
- Is registered as a legal entity
- Is based in one of the regional centres of Ukraine
- Can provide premises to hold the Pop-up Hub and the House of Europe Festival
- Had experience of hosting and organising events

## 8. How to apply

To apply you should submit an application along with supporting documents via our [online platform](#).

You must submit your application by **Tuesday, 16 March 2021, 15.00 Kyiv time**.

## 9. Supporting documents



- CV of key managers, responsible for the implementation of the project and communication with us
- 5-7 photos of your creative hub
- Registration documents: statute, scan copy of the Extract from the Unified State Registry

## 10. Selection criteria

The main selection criteria are:

- The professional background of the team
- Experience in organising events, trainings, workshops, and festivals
- Good spoken and written English skills of the team
- Availability of space to hold events
- Established channels of communication with representatives of the creative sector

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Additional selection criteria:

- Experience of working with international organisations or EU-funded programmes will be an asset, as we will be sure you are familiar with our procedures

## 11. Results announcement

We will communicate the results of the assessment **not earlier than 5 April 2021**.

Whether your application is successful or not, we will send a notification email to the email address you indicated in the online form.

## 12. Personal data protection

By submitting an application for a translation grant, you agree for your personal data to be processed in compliance with **GDPR requirements**.

## 13. Contacts

If you have any questions regarding the Pop-up Hub, feel free to write to [yulia.filipieva@houseofeurope.org.ua](mailto:yulia.filipieva@houseofeurope.org.ua). We will do our best to help you.