

360° – Fund for New City Cultures

Migration has shaped German society in the past and will continue to do so in the future. Germany is a country of immigration, and its cities have been particularly influenced by the social diversity of immigrants* and their later generations. Although many institutions are now actively shaping this new urban society, cultural organisations have been slow to address the cultural diversity of their cities in their programmes, personnel decisions and target audiences. Neither their managerial staff nor their visitors correspond to the proportion of the general population which has an immigrant background.

With its new programme *360° – Fund for New City Cultures*, the Federal Cultural Foundation wishes to encourage institutions in the areas of the fine and performing arts, music, literature, architecture, New Media and related forms, as well as cross-genre institutions, cultural- and art-historical museums, which address contemporary issues in their related field, to take a perspective that encompasses all of society. The aim is to actively integrate the controversial, but promising issues of immigration and cultural diversity into these institutions and their city cultures, and thereby reduce infrastructural exclusion in the cultural sector. The funding programme will support a broad range of approaches, strategies and methods which demonstrate in an exemplary manner how institutions can effectively participate in shaping urban society in the future in terms of thematic focus and staff appointments.

Funding criteria

1. Object of funding

This funding programme aims to promote diversity in cultural organisations in the areas of programming, audience reach and staff appointments. As part of the programme 360° – Fund for New City Cultures, the Federal Cultural Foundation provides funding for one position at the cultural institution (the so-called “Agent”) and additional project funding to finance supporting activities and formats. Funding is not awarded to projects which merely present existing topics and content.

1.1 The Agent

The Agents are individuals who possess diversity-related competence, experience in initiating interaction between cultural organisations and participants of immigrant

background, and relevant language skills. The task of the Agent is to work together with the institution's director and staff to develop and guide the diversity-oriented process of change at the cultural institution. The Agent's activities also include developing goals and measures which will achieve more social diversity within the institution. Experts in change-driven processes can be enlisted to support these measures as needed. Additional tasks may include: building and sustainably cultivating relevant networks, initiating new cooperative partnerships with immigrant communities, organisations and artists in the city, developing themes, formats and relevant forms of communication and media, developing strategies to anchor these diversity-oriented processes, and heading an internal working group devoted to the topic of diversity. In keeping with the aim of the programme, the Agents should preferably be individuals with an immigrant background.

The Federal Cultural Foundation shall award a total of 260,000 euros per institution (65,000 euros p.a.) to finance a full-time position (i.e. for the Agent) with qualification and remuneration based on E13, level 1 (TVÖD or corresponding institutional pay scale) for up to four years starting from the commencement of employment. The Agent's place of employment is the seat of the cultural institution.

The institutions are not required to name the candidates for the position of Agent at the time of application.

The project may begin as soon as the institution has received official notification of funding in December 2017 (first application round) or December 2018 (second application round). The cultural institution must fill the position by 1 June 2018 (first round, see no. 7) at the latest, or 1 June 2019 (second round, see no. 7) at the latest. The funding period ends on 31 May 2022 or 31 May 2023, respectively.

The employment contract with the Agent requires prior approval of the Federal Cultural Foundation.

1.2 Project funding

Additional funding of up to 100,000 euros per institution is available for the entire duration of the programme (four years) to finance supporting activities and formats which correspond to the funding goals. These resources can be used, for example, to finance diversity-oriented training and continuing education measures for staff, public discussion events, press and public relations measures, research activities, translations, external advising and moderating services, and artistic projects and collaborations. To receive project funding from the Federal Cultural Foundation, the applying institution must contribute capital resources of its own or third-party funding totalling at least 50,000 euros so that at least 150,000 euros of funding is available for the entire four-year project duration. Additional equity capital and/or third-party funding can be added

to this amount.

2. Academy

In order to offer professional support and qualification to the Agents, as well as promote networking between the participating institutions, the programme includes an academy which will be held on a regular basis and consist of workshops, expert colloquiums and continuing education seminars. The multiple-day meetings will be organised by the Federal Cultural Foundation and will likely take place twice a year. Participation by the Agents and representatives of the directors of the cultural institutions is mandatory.

3. Eligibility

Cultural institutions in the areas of the fine and performing arts, music, literature, architecture, New Media and related forms, as well as cross-genre institutions may apply for funding through this programme. Cultural- and art-historical museums which address contemporary issues in their respective fields are also eligible to apply. Institutions with a primarily focus on education, professional training or pedagogical activities are not eligible to receive funding through this programme.

4. Funding

Funding is generally granted in the form of non-repayable shortfall financing. Applicants are not legally entitled to funding. The approval, payment and accounting of funding, the proof and review of expenditures, as well as the possible withdrawal from the funding contract or reclamation of funding are subject to §23 and §44 of the Federal Budget Code, the administrative regulations and the applicable regulations stipulated by the Administrative Ordinance. Funding payments can only be effected after the funding contract has been concluded.

5. Application and selection procedures

The application and selection of the proposals is conducted according to the following two-stage procedure:

5.1 Application documents

Applicants are required to use the online application form which will be available on the website of the Federal Cultural Foundation starting in winter 2016.

As part of the application, cultural institutions are required to provide the following documents:

- **short profile** of the applying institution (max. 1,500 characters incl. spaces)
- **detailed description of the present situation and statement of motivation** which answers the following questions (max. six pages, or 10,800 characters)

incl. spaces):

1. Describe the present situation at your institution: How is cultural diversity expressed at your institution in the three areas of programming, audience reach and staff appointments?
 2. Does your institution already work together with intercultural participants in your city and if so, in what form?
 3. What is your motivation and what goals do you hope to achieve with respect to increasing cultural diversity at your institution?
 4. What makes your institution particularly suited in your city for these objectives?
 5. What communities or participants in your city (associations, institutions, etc.) are you planning to cooperate with?
 6. What kind of skills should the Agent have to ensure that he/she can work successfully at your institution?
 7. How do you intend to structurally integrate the Agent into your operations so that he/she can be most effective? How can your institution support the Agent in his/her activities?
- **brief description** of the present situation and statement of motivation (max. 1,500 characters incl. spaces)
 - **pledge to co-finance the project** with additional funding of at least 50,000 euros for the duration of the project (four years) with resources of your own and/or third-party funding (subject to budgetary approval possible)
 - **declaration** attesting that all provided information is correct and **agreement to contribute institutional resources** as stipulated in no. 6.

5.2 Personal presentation

Should the jury preselect a proposal for further consideration, the respective director of the applying institution is required to hold a personal presentation of the submitted proposal for at least two members of the jury and the Executive Committee of the Federal Cultural Foundation. The personal presentations will likely be scheduled in November 2017 (first round) and November 2018 (second round). The dates of the presentations will be announced with sufficient advance notice.

6. Responsibilities of the cultural institution

If funding is awarded, the cultural institution is obliged to contribute to the project as follows:

- co-finance the project with at least 50,000 euros with the institution's own resources or third-party funding (see no. 1.2)
- create a workplace and cover the operating costs (Internet, telephone, office furnishings) for the Agent
- establish a direct link between the Agent and the director or executive artistic staff, and integrate the Agent into programme planning and executive meetings so that he/she is informed about and can participate in shaping the thematic developments and planning steps at the institution
- appoint a member of the management team to support the Agent for the duration of the project
- cover any travel expenses incurred by the Agent as a result of the programme
- implement diversity-oriented professional qualification measures for the personnel which can be financed with the project funding
- ensure participation by the Agent and the institution's director or member of the management team in the accompanying 360° Academy
- if the Agent so desires, establish cooperation with a diversity-competent partner in the city selected by the Agent (association, agency, integration council, department for intercultural affairs etc.), with whom the Agent can collaborate and who can serve as an external contact partner

7. Application deadline

Institutions may apply for funding in two application rounds. The submission deadline is Friday, 30 June 2017 (first round) and Saturday, 30 June 2018 (second round). The submission date is determined by the sending date of the online form. Only documents received prior to the application deadline will be used to assess the fundability of the proposals. The jury will not consider applications which are incomplete or submitted after the deadline.

8. Jury

The Board of Trustees of the Federal Cultural Foundation will make the final funding decisions in December 2017 (first round) and December 2018 (second round) based upon the recommendations of an independent jury of experts. The jury will meet in closed session in October 2017 (first round) and October 2018 (second round) to review the submitted applications and make an initial selection. Following the personal presentation of these preselected proposals by the directors of the applying institutions, the jury will convene again in November 2017 and November 2018, respectively, to make its final recommendations.

9. Ineligibility

Funding cannot be granted to projects which have begun, i.e. effected payments or entered contractual agreements, before the Federal Cultural Foundation has announced its funding decision.

The Federal Cultural Foundation cannot award funding to applicants whose co-financed contribution (see no. 1.2) is financed by the Federal Government Commissioner for Culture and the Media or any of its permanently funded institutions (e.g. Hauptstadtkulturfonds (German Capital Culture Fund), Stiftung Kulturfonds (The Arts Fund Foundation), Deutscher Literaturfonds (German Literature Fund), Fonds Darstellende Künste (Performing Arts Fund), Fonds Soziokultur (Sociocultural Fund)).

10. Funding criteria

These funding criteria entered into effect on 3 February 2017 and are subject to change.

* The self-designation of immigrants and their descendants vary and are the subject of ongoing debate. As we are aware of these debates and the social and cultural diversity of immigrants, the use of such designations in these funding criteria are in no way meant to influence the direction of the discussion.