



EFFE is a European Commission pilot project for a European Platform for Festivals in the field of culture initiated by the European Festivals Association (EFA), the umbrella organisation for festivals across Europe and beyond

**EFFE – Europe for Festivals, Festivals for Europe – is a new international festival community in the making. Are you deeply committed to the arts? Do you interact with your local community? Do you feel that you are a European and a global actor? Do you want international recognition for what you do and would you like your peers and public to be better informed? EFFE is a gateway into Europe’s festivals specialised in everything cultural. It intends to broaden awareness of what’s going on in the festival world and to promote excellence and innovation. The portal invites artists, directors, managers and audiences worldwide to discover Europe’s very best, most creative festivals. It’s also a festival journey through Europe’s diversity. Launched by the European Festivals Association (EFA), the new endeavour is backed by the European Commission. Its first two-year edition will run in 2014 and 2015, and will hopefully be followed by many more.**

*“The EFFE Festival Guide will be a valuable tool for citizens and tourists, for policymakers and opinion leaders, for the cultural sector and the art organisations to discover the world of European festivals. Like any citizen interested in culture, I look forward to accessing the most up-to-date information on Europe’s festivals.”*

Androulla Vassiliou  
Commissioner for Education, Culture,  
Multilingualism, Sport, Media and Youth

**How can festivals apply?**  
Go to the EFFE website at [www.effe.eu](http://www.effe.eu)



An initiative of  
the European Union

Through a European-wide application process the most innovative arts festivals are selected for the **EFFE Festival Label and Awards**. An International Festival Jury and experts from the arts, culture, business, and political sectors steer the selection process. Each of the European Union’s 28 Member States has a hub, its own contact point, to promote the EFFE platform among artists, festivals, businesses and policy-makers. Experts chosen by the hubs will assess their country’s applications.

### EFFE Festival Label

Europe has a huge diversity of festivals, and many of them are deeply committed to Europe. The EFFE Festival Label recognises a festival’s artistic commitment, involvement in their local communities and European and global outlook. Applications for a label are first assessed by experts in each country before being endorsed by an international jury. The label is a guarantee of quality and means inclusion in the widely-distributed festival guide.

### EFFE Festival Guide

The EFFE Festival Guide is a multi-media guidebook featuring label recipients and award winners. It contains articles and essential programming details. With an interactive online version as well as a book, festivals can use this tool to promote their work. It will be launched at the Festival Gala.

### EFFE Festival Award

The EFFE Festival Award recognises the excellence of a select number of trend-setting festivals chosen by an international jury. Winners will be recognised inside and outside their countries as standard setters for quality. The award also focuses on festivals with a serious commitment to Europe within their programming, and encourages them (and other festivals in the future) to deliver a positive image of Europe and its values.

### EFFE Festival Gala

As our time to celebrate, the first gala will take place in autumn 2015 at one of Europe’s greatest festivals. On that occasion, award winners are announced and the festival guide will be launched. There will also be debates about festivals, and a first-rate networking opportunity.

## EFFE LABEL & AWARD *the Core Benefits*

EFFE is a programme for festivals. EFFE believes that it is an important advantage for Europe’s festivals to be recognised by their peers and the European Union for their outstanding quality. The label recipients and award winners benefit from increased visibility, new networking opportunities, further involvement of festivals in the artistic community, and recognition for their outstanding values.

■ **Visibility** The EFFE guide will feature your details and mission and will be promoted in a far-reaching media campaign. The branding label will be yours to use in your own promotional campaigns. The guide and results of the EFFE programme will be talked about at the high-profile festival gala and in outreach events promoting your image in the sector.

■ **Networking** EFFE is a new festival network connecting hubs, cultural networks, and festivals across Europe. Taking part in EFFE will greatly expand your connections among artists, festival managers, business representatives and policy-makers. Through this network your festival will be able to discover new projects, exceptional artistic talents, and new opportunities for collaboration.

■ **Festival Community** A report by the International Festival Jury on trends and practices in festivals will be a valuable tool for knowing what’s hot and essential to know. EFFE will invite you to take part in international debates and special events to promote these results.

■ **Values** Your festival will be part of an international cultural programme backed by the European Union based on artistic and social values the EU wants to develop. You will be invited to take part in exchanges with the European political leaders to further develop European cultural policy, making your festival a valuable and acknowledged partner in your country.