



PRESS RELEASE

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EFFE Festival Label 2015-2016: Applications are open

EFFE – Europe for Festivals, Festivals for Europe - is a new international festival platform in the making looking to connect festivals that are deeply committed to the arts and their communities. Launched by the European Festivals Association (EFA), the new pilot project of the European Commission opened a European-wide application process to gather interested festivals. The most innovative arts festivals are selected for the EFFE Festival Label and Award. An International Festival Jury and experts from the arts, culture, business, and political sectors steer the selection process. Festival Hubs work across the European Union's 28 Member States to establish, develop and promote the EFFE Platform in their countries. The EFFE Festival Label and Awards will be announced and a multimedia festival guide launched in autumn 2015 at a gala at one of Europe's greatest festivals. Festivals are invited to apply until 15 November 2014.

The EFFE Festival Label is a quality label offering international recognition for the work of festivals and providing better access to their information for their peers and public. The festival label and award are a form of branding that encourages more people to know about and take part in festivals.

Experts across Europe assess applications to determine if festivals meet the three criteria - artistic commitment, involvement in their local communities and a European and global outlook. In addition to the label, an international jury will give awards to the most trend-setting festivals. The International Festival Jury will be composed of high-level and diverse jurors representing key stakeholders in the festival industry. Jury members will be announced in December 2014. All festivals from the 28 EU Member States are eligible to apply for the label and invited to explain how they fulfil the aforementioned criteria.

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. The Festival Guide, both in book and online formats, featuring festival details, articles, and facts and figures will be launched at the Festival Gala in autumn 2015.

EFFE believes it is an important advantage for Europe's festivals to be recognised by their peers and the European Union for their outstanding artistic quality and community involvement. The platform invites artists, directors, managers and audiences worldwide to discover Europe's very best, most creative festivals in a festival journey through Europe's diversity.

All information on EFFE and how to apply can be found at www.effe.eu.

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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, and will run 2014-2015.

This publication reflects the views only of the author, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

