



CALL FOR PROJECTS

Programme
2027 European Year of the Normans
- Millennium of William the Conqueror
(Working title)

The Regional Council of Normandy invites stakeholders from Normandy, France, the United Kingdom, the Channel Islands, Ireland, Southern Italy, Norway and Denmark to respond to this call for projects to create the programme for a major event-year.



GENERAL INTRODUCTION

The Normans, a people of Europe.

The Normans, a people of Europe. Between past epics and new adventures – A collective, original, and ambitious project for 2027 The millennium of the birth of William the Conqueror in 2027 marks the beginning of a year of widespread celebrations of the "Normans, people of Europe," whose history has profoundly shaped the continent. In 2027, people from all backgrounds—British, Irish, Channel Islanders, Italians, Danes, Norwegians, French, and beyond—will be invited to discover this exceptional heritage with its many facets and influences across various territories.

Initiated by the Normandy Regional Council, this year-long event marks the start of an innovative and sustainable European cooperation project which will cement our historical ties and create legacies for future cooperation and partnership.

A Shared History Across Europe

In the 9th century, the Vikings, warriors from the North, regularly attacked territories along the Seine and the English Channel. To address this threat, in exchange for peace, King Charles the Simple granted their leader, Rollo, the territory that would become Normandy, the "land of the men from the North." The merger between Viking culture and local traditions began. Bold navigators, the descendants of Rollo reached England, where William the Conqueror and Matilda of Flanders established their reign starting in 1066. The Normans then continued their epic journey to Ireland, where Richard de Clare, known as Strongbow, played a key role. Meanwhile, Robert Guiscard and Roger I had already ventured earlier towards Southern Italy and the Mediterranean.

Wherever the Normans settled, new political, social, and legal orders emerged; landscapes were transformed, and fortresses and abbeys rose.

Having established new routes across Europe, language and culture spread, along with technology, traditions and trade.

An Overlooked Heritage and Contrasting Perspectives

From the Palace of the Normans in Palermo to the Tower of London, from the castle of Melfi to that of Ferns, passing through the cathedrals of Bari or Dublin, and the Ladies' Abbey in Caen, the Normans left a monumental mark across Europe. The Normans bequeathing an impressive material and intangible heritage, landscapes, monuments, architecture, and iconic works such as the Bayeux Tapestry and the Domesday Book and the Tree of Life mosaic in Otranto.

This expansive Norman legacy is viewed in various ways today across Europe: by some at times as a culture of conquest, and by some as heroic builders. Amid these various views, it may be that the impact and of Norman influence in building cultural ties across Europe that survive to this day is not fully understood or appreciated.

Bringing Light and Movement to a Plural History

This rich and complex history must be understood through the necessary diversity of narratives and shared by all the territories involved.

By collectively leading a review of this history in relation to challenges we face today, which echo those of the past - climate challenges, social and political challenges, and the challenges of a rapidly changing world - a collective memory will be built and new connections between the modern day territories of historic Norman influence will be forged.

A New European Gathering, Starting from the Territories

With this in mind, an ambitious programme of events and activities is being prepared for 2027 and beyond. The shared goals are to enhance knowledge of this aspect of European history and geography, while mobilising institutions, cultural, academic, economic and tourism stakeholders, and all citizens, particularly the youth. The aim is to bring this heritage to life by inviting artists to engage with it through original, accessible, and shared proposals.

Designed and created collectively across the relevant territories, 2027 will combine key collective moments resonating with local proposals. Major celebrations, festive and popular events, multidisciplinary artistic creations, academic conferences, educational projects, new itineraries, and ecologically sustainable tourist offerings: it will be a major European event with many sustainable perspectives.

It is with a focus on the future and contemporary challenges - inviting "new or strengthened cooperation" - that this project is being built. It is a project of the Normans; a project full of meaning and wonder, serving a Europe that promotes interculturality as a vehicle for peace.



OBJECTIVES 2027

What topics? What concept?

All stakeholders from Normandy, the United Kingdom, Ireland, the Channel Islands, southern Italy, Norway and Denmark are invited to take ownership of the story of the year 2027 and to implement cultural, artistic, event-related, heritage, scientific, academic, gastronomic, tourist, sporting and educational projects for this year-long event.

Drawing on History...

Although this event was launched on the occasion of the 1000th anniversary of the birth of William the Conqueror, with many projects focusing on this historical figure (*as well as on his wife, Queen Matilda, and the brilliant medieval cultural centre that was Normandy...*), it is also an opportunity to explore other epic stories, such as those of Strongbow in Ireland and Roger I and Roger II in Italy...

...and broadening the perspectives.

For example, **the mirror between 1027 and 2027** can be a source of inspiration. *What was everyday life like for the Normans and the future Europeans? What were their rituals, their beliefs, their traditions? Or how did society develop (in terms of expression, rights, food, health, professions, sport, information, mobility, education, science, innovation, research, craftsmanship, architecture, relationship with nature...)? What remains of this era? How have we lived through this millennium and how are we preparing to live through the next one?*

What connects Normandy today to countries and regions in Europe, such as **the United Kingdom, Ireland, the Channel Islands, Southern Italy, Norway, and Denmark?**

What adventures and collaborations can we still create? How is Europe experienced today (in a post-Brexit context)?

What types of projects?

The European Year of the Normans will consist of **multidisciplinary events**: *heritage exhibitions, contemporary art, live performances, cross-border artistic residencies, re-enactments, festivities, student exchanges, sports, heritage promotion, guided tours, conferences, cinema, publications, research and educational activities...*

Beyond the Normandy region, this year-long event will **involve partners from the Channel Islands, Ireland, Italy, the United Kingdom, Norway, and Denmark**, and will encourage the emergence of major events across all these territories, thus creating a cohesive network of programmes ranging from historical to contemporary themes, with **numerous collaborations** between European structures.

These collaborations will help forge structural links, invent new working methodologies, create programmatic bridges, and unleash collective narratives and imaginations.

This whole part of Europe, united by a common history, **will carry a distinctly European programme.**

The event will take place from March to October 2027 (this period is indicative. A project starting or ending outside this period will not be disqualified).

Objectives, in summary:

- Highlighting Normandy in the heart of Europe / Highlighting Europe in the heart of Normandy
- Enhance the attractiveness of the territories
- Encourage, create and promote European and international cooperation in the cultural, economic and/or tourism sectors.
- Develop a structural dynamic between cultural, tourism and economic operators
- Promote Normandy's heritage (architectural, intangible, natural, etc.)
- Mobilise young people
- Involve local communities and rural areas



RESPOND TO THE CALL FOR PROJECTS

Why respond on the platform?

The platform dedicated to the call for projects makes it possible to gather all the proposals with a uniform level of information and to bring to our attention the ideas, creations, projects and aspirations of all the territories involved in the project. This will allow the outline of the 2027 programme to take shape quickly.

How?

You are invited to review the required information and documents in advance. You can then enter the relevant data and submit your project for review. Once validated, you will no longer be able to modify it. Only complete applications will be processed.

Who can apply?

The call is open to any organisation or group of organisations from Normandy, France, and Europe in the fields of culture, creativity, sports, education, etc., whether public, private, or from the third sector, regardless of size.

If you are submitting a proposal for funding, the project leader must be an organisation based in Normandy (a public or private institution, a cultural association, etc.). This Normandy based organisation must respond to the french form to submit its proposal.

If you are submitting a proposal for a label, the project leader can be based in any of the partner territories.

Can multiple projects be submitted?

There is no limit to the number of projects a single organisation can propose.

Calendar

- **17 March – 30 June 2025: Call for projects, Chapter 1**
- **September 2025: Results sent to project leaders**
- **Late 2025 – early 2026: Call for projects, Chapter 2**



PROJECT APPRAISAL

1. Proposal review

- a) First, the application will be studied by the Normandy Region teams, and in conjunction with other local authorities and partners solicited by the project leader.
- b) Following this first step, the Cultural and Scientific Committee proposes that projects be labelled, which means that they will be included in the global programme of this major event-year.
- c) Finally, the decision to give a label and/or funding to the project is submitted to the Normandy Region's deliberative body for a vote.
- d) An agreement will systematically be drawn up between the Normandy Regional council and the project leader organisation, once the administrative formalities required for the award of a regional grant have been completed.

Cultural and Scientific Committee

Through their expertise and fine knowledge of the 2027 project, the members of the Cultural and Scientific Committee ensure the coherence of the overall programme and are the guardians of our common narrative.

Given this responsibility, they advise the Normandy Regional Council on programming choices for the event year.

Criteria

The Cultural and Scientific Committee will pay particular attention to the following criteria:

- ✓ The clear **connection** to the narrative of the event
- ✓ The **quality** of the project and its historical (if referenced) and artistic **rigour**
- ✓ The **European dimension** (*e.g., the project is developed in collaboration with one or more of our European partners mentioned above; the project is designed to circulate in Europe before, during, or after the event; the project refers to Europe or is subtitled/translated in other European languages, etc.*)
- ✓ The creation of the project as part of a **cooperation** (*between local and/or European actors, across different disciplines...*)
- ✓ The project's capacity for regional, national, and/or international **visibility**
- ✓ One or more defined **venues** for dissemination/exhibition and a clear schedule
- ✓ **Consideration of the audiences and beneficiaries** (marginalised, remote, social classes, accessibility of venues, etc.)
- ✓ **The continuation, development, or legacy of the project beyond 2027**

The committee will also pay close attention to values such as the respect for cultural rights, inclusivity, equity and accessibility, gender equality, and the consideration of environmental impact.

2. Label and Funding

It is possible to submit a project **without applying for a grant**. It will be examined in the same way by the Cultural and Scientific Committee.

To benefit from the financial support of the Normandy Regional Council, organisations outside Normandy must collaborate with an eligible organisation based in Normandy.

If this is not the case, the only option is to label the project without funding.

In the case of cooperation between a Normandy-based organisation and a foreign organisation,

- **The project lead must be based in Normandy.**

- **If a grant is awarded, it will be paid to the organisation based in Normandy. The Normandy organisation will then be responsible for redistributing the funds to the project's partners in accordance with the conditions agreed.**

- It will be the responsibility of the Normandy organisation to take account of exchange rates and to collect receipted invoices.

-If a grant is awarded, it will not exceed 50% of the total budget - the maximum - of eligible expenses.

The estimated budget must indicate other partnerships and whether the requested funds are anticipated or secured.

Eligible costs are those necessary for the creation, dissemination or implementation of an event organised as part of the European Year of the Normans 2027:

- Production or purchase costs of works
- Contracts for the provision of services, works or production related to the event (hosts, artistic teams, caterers, technicians)
- Hire or purchase of materials, venues or equipment for the event (tents, sound systems, etc.)
- Communication costs

The following costs will be taken into account in calculating the grant, up to a maximum of 10% of the budget allocated:

- Administrative costs
- Human resources costs of the project lead organisation (including staff time)
- Valuation of volunteer work, donations, or loans
- Overhead costs

The grant may be paid in one or more instalments in accordance with an agreed financial timetable which is necessary for the proper completion of the project.

For information, for European or international cooperation projects, project leads can also submit their applications to existing funding programmes:

- For European mobility: Culture Moves Europe, Erasmus+
- For European cooperation projects: Creative Europe, Horizon Europe, etc.
- For international mobility projects: partnership agreement between the Normandy Region and the *Institut Français* (not compatible with this call for projects), funding from French institutes in the partner countries, etc.

3. And afterwards?

The selected projects will be included in the programme of the European Year of the Normans 2027. A project agreement will be drawn up between the project leader and the Regional Council of Normandy. This agreement will notably specify, the communication obligations of the project leader, and the communication actions that the Normandy regional Council may organise as part of the communication campaign for this event-year.

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