



European
Commission

Creative Europe 2021-2027



**PUSH
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Creative Europe

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WHAT IS THE CREATIVE EUROPE PROGRAMME?

In the European Union, the cultural and creative sectors (CCS) have always been a rich facet of daily life. They make a meaningful contribution to Europe's social cohesion and diversity, and indeed its economy, representing 4.2 % of the EU's total GDP and 3.7 % of the EU's workforce.

In 2014, EU support to the CCS was consolidated into a standalone funding programme – the **Creative Europe programme**. The programme has helped European artists, creators and content to find more opportunities and to reach new audiences beyond national borders. The programme has encouraged organisations to cooperate across disciplines and borders, as well as to develop new practices and innovations to reinforce the competitiveness and the resilience of the CSS. Between 2014 and 2020, the programme provided over 13 000 grants. It also co-financed training for over 16 000 professionals, 647 cultural cooperation projects between 3 760 organisations across Europe, the development and/or distribution of over 5 000 films, the operation of 1 144 cinemas and the translation of 3 500 books all over Europe.

Building on this success, the [programme](#) for 2021-2027 has seen its budget increased by 50 % to invest in actions that reinforce cultural diversity and respond to the needs and challenges of the CCS. Its novelties will contribute to the recovery of these sectors, reinforcing their efforts to become **more digital, greener, more resilient and more inclusive**.

For the 2021-2027 period, Creative Europe is structured around 3 dedicated strands:

- ➔ **CULTURE** – all CCS except audiovisual and news media
- ➔ **MEDIA** – covering the audiovisual and film sectors
- ➔ **CROSS-SECTORAL** – cross-sector collaboration, extending to the news media sector

TOWARDS A GREENER AND MORE INCLUSIVE EUROPE

In addition, Creative Europe promotes efforts and best practices that contribute to the achievement of key European Commission priorities such as the European [Green Deal](#), inclusion [and gender equality](#). All actions and projects funded by the programme will have to apply those principles in the design and implementation of their activities.

THE CULTURE STRAND

This strand covers Europe's CCS, from music, performing arts, literature and publishing, to design, architecture and cultural heritage. To put it simply, the CULTURE sub-programme drives cooperation and exchanges among cultural organisations and creators across borders within Europe and beyond.

WHAT'S NEW UNDER THE CULTURE STRAND OF CREATIVE EUROPE?

- **A tailor-made scheme for artists and professionals** to facilitate their **cross-border mobility** (e.g. mobility grants).
- Increased **promotion** of European artists and cultural works **beyond the EU**.
- More actions targeting **sector-specific needs** in music, books, architecture, cultural heritage, design, fashion and cultural tourism.
- Easier access to Creative Europe funding through **higher co-financing rates**.

Read on to learn about the different opportunities the CULTURE strand can offer you.

COOPERATION PROJECTS

Cooperation across borders

The Cooperation projects scheme is one of the key pillars of the CULTURE strand. It represents around 70% of the Creative Europe budget and, by the end of the previous programme, over 600 projects were funded. These projects have helped to achieve the programme's objectives by connecting hundreds of organisations; helping the circulation of artists and works; giving rise to many co-productions and artistic creations; and contributing to the dissemination of professional and artistic good practices in Europe.

It aims to facilitate **innovation, transnational creation and the circulation of works and artists** around the following priorities: audience development and engagement, social inclusion, environment, new technology, international dimension, and sector-specific priorities.

Cooperation projects should involve cultural and creative organisations from at least 3 different countries that take part in the programme. *Co-financing rates have been increased to make sure that all organisations – small and large – have easier access to Creative Europe funding:*

Project Size	Min. number of partners	Max. grant	Funding rate
Small	3	€200 000	80 %
Medium	5	€1m	70 %
Large	10	€2m	60 %

All cultural and creative sectors are covered. To help illustrate the type of projects funded in the past, this brochure on [music](#) can help.

PLATFORMS AND NETWORKS

Platforms to showcase European talent

The European platforms scheme was introduced at the beginning of the previous programme to help cultural operators increase the visibility, programming and promotion of European emerging artists and works in Europe and beyond. The number of supported platforms grew from 5 in 2014 to 15 in 2020. Together they have involved around 300 organisations in 36 countries, across Europe and beyond, and cover the whole creative landscape. Organisations are supported for showcasing and promoting European creators and artists, especially emerging talent, through genuine Europe-wide programming. European Platform organisations collaborate to help professionals to develop their skills, internationalise their careers and contribute to the competitiveness of the European culture and creative sectors.

Given its success, the scheme has been expanded under the new programme.

Find out more on the platforms supported under the former programme [here](#).

European networks to connect organisations across Europe

Networks are a great instrument for **reinforcing the cultural and creative sectors**.

Networks funded by Creative Europe provide value in the following ways:

- connecting **professional organisations** throughout Europe and beyond;
- collecting and disseminating **data, information, practices, ideas, and solutions**;
- providing **training** and advice to professionals;
- and **representing the sectors** and **advocating on their behalf** on key sectoral issues.

Find out more on the platforms supported under the former programme [here](#).

LITERARY DIVERSITY AND CIRCULATION

Translating literary works and building partnerships

European literature is incredibly rich and diverse, but books are not accessible if they are not translated. Creative Europe has co-financed the translation and promotion of more than 3 500 European books in the last 7 years.

The scheme offers funding for translation and promotion of European books for publishers. Larger projects with a higher impact on the book ecosystem will be encouraged by allowing publishers to apply as groups of publishers and/or other partners such as bookshops.

MOBILITY

The **individual mobility scheme** gives artists and creative professionals more freedom to choose how to develop and build their career.

Launched in 2018 as an experimental action, the [i-Portunus](#) scheme has been well received by artists and professionals. **Almost 350 individuals** were selected to go abroad in 2019 and more than 500 grantees will be selected in 2021. The aim of the mobility grant is to help the individual artists and cultural professionals to develop international collaborations and co-productions, thus contributing to both their professional development and the internationalisation of their careers.

Given its success, the scheme will be expanded in the new programme.

PAN-EUROPEAN CULTURAL ENTITIES

This new action aims to support cultural entities – such as orchestras – whose aim is to offer training, professionalisation and performance opportunities for young, highly talented artists. Selected cultural entities will provide young artists with the opportunity to perform regularly, with a particular goal of reaching young audiences via live performance and digital tools. The young artists involved in these projects will be nationals/residents from at least 20 countries participating in the Creative Europe programme, who will be recruited through a rigorous and inclusive approach.

PRIZES REWARDING EUROPEAN EXCELLENCE

The Programme supports 4 prizes to promote cultural diversity, to emphasise European creativity and to give visibility to emerging talents in Europe and beyond:

- **The Music Moves Europe Talent Awards:** by awarding young artists from across Europe who have reached audiences outside their own countries, the EU prize for popular and contemporary music puts a spotlight on Europe's vibrant music scene.
- **The European Heritage Awards:** the most prestigious prize in the field, which contributes to a stronger public recognition of cultural heritage as a strategic resource for Europe's society, economy and environment.
- **The European Union Prize for Literature:** the prize gives visibility to emerging European writers, financially supports the translation of their works, and promotes the diversity and excellence of European literature.
- **The EU Prize for Contemporary Architecture:** this prize highlights outstanding architectural works built across Europe and is held biannually. The **Young Talent Architecture Award (YTAA)** rewards the best graduation projects from European architecture, urban planning and landscape schools.

EUROPEAN CAPITALS OF CULTURE



The European Capitals of Culture initiative remains a flagship EU action with a positive effect on local economies and societies. This action aims to increase citizens' sense of belonging to a common cultural area and to promote the contribution of culture to the long-term development of cities.

Each year, cities from different Member States are awarded the title of European Capital of Culture and the Melina Mercouri Prize, which carries a pecuniary prize of €1.5m. In 2022, the European Capitals of Culture will be Esch (Luxembourg), Kaunas (Lithuania), and Novi Sad (Serbia). They will be followed by Elefsina (Greece), Timisoara (Romania) and Veszprem (Hungary) in 2023.

Among the actions showcasing the richness and diversity of cultures in Europe as well as the common features they share, the **European Capitals of Culture (ECOCs)** have a **significant leveraging effect** on long-term cultural, social and economic benefits to the cities which have held the title.

EUROPEAN HERITAGE LABEL



The European Heritage Label is attributed to cultural sites with a symbolic European value and significant role in the history and culture of Europe and/or the building of the EU. The European Heritage Label remains one of the most valuable EU initiatives to **strengthen European citizens' sense of belonging to the EU**, with a focus on the European dimension of cultural heritage sites and the common values they represent.



THE MEDIA STRAND

The MEDIA strand supports the European film and audiovisual industries in the development, distribution and promotion of their work, taking into account the new digital environment. Its goals are to encourage cooperation across the value chain and at EU level in order to scale up audiovisual enterprises and European content globally, to nurture talents – wherever they come from – and to engage with audiences of all ages, especially the younger generations in Europe and beyond. Overall, all the actions of the MEDIA sub-programme aim at bringing European added value to the projects it supports.

What's new under the MEDIA strand of Creative Europe?

A NEW STRUCTURE FOR A NEW PROGRAMME

To ensure more flexibility in the actions supported and to encourage cooperation among the different parts of the audiovisual value-chain, the priorities of the 2021-2027 programme are structured around 4 clusters defined around the goal they intend to pursue.

CONTENT CLUSTER

Each year, MEDIA supports the development of over 400 films, TV series, documentaries and videogames, and encourages **collaboration and innovation in the creation and production of high-quality European audiovisual works**.

The new structure of the support to development of content reinforces the capacity of independent producers to retain rights and exploit them globally, which strengthens EU media brands and is split as follows:

- ➔ The swap from single development to **European co-development** enables the scaling up of projects and allows producers from different countries to work together at development phase.
- ➔ **European slate development** incentivises production companies to build a portfolio of 3 to 5 works, increasing creative options and favouring quality.
- ➔ The broadening of participation through **European mini-slate development** responds to the specific need of producers from low-capacity countries to ensure an increased investment in quality works. This smaller development encourages a limited portfolio approach of 2 to 3 works.

- The call for **development of video games and immersive content** responds to the growing opportunities for innovative content. There is a focus on better understanding the European gaming market and society to provide valuable insights into emerging possibilities.
- Support for **TV and online content** focuses on providing opportunities to take initiative and pursue their own original productions, which are key to creative freedom and financial independence.

BUSINESS CLUSTER

This cluster promotes business innovation, competitiveness, scalability and talents in the European audiovisual sector, to strengthen its position in relation to its global competitors. Specific groups that drive the internationalisation of the sector, such as distributors, sales agents – as well as key market and networking initiatives – are target groups of this cluster, which aims at strengthening cross-border collaboration, learning and knowledge sharing. The key aspects of this cluster are outlined below.

- Action focusing on **European media talents and skills**, which aims at enabling audiovisual professionals, on the creative and business side, to create, produce and promote high-quality European works in all formats, for all platforms, which can compete in the global market.
- Markets and networking are supported to encourage business-to-business opportunities, particularly to facilitate co-productions and the circulation of European works in the international market.
- Funding **European Film Distribution** and **European Film Sales** is also essential to the goal of increasing the circulation of non-national European films. The promotion and transnational distribution of films will be fostered, encouraging the capacity of distributors to invest in the promotion of non-national European works.
- Supporting **innovative tools and business models** improves the visibility and availability of European works and increases audiences in the digital environment while accounting for the current digital shift. This support also goes to tools that help green the industry.

Each year, the MEDIA strand supports the training of over 2 400 professionals and the promotion and distribution of over 300 audiovisual works. In the new programme for 2021-2027, it continues to encourage transnational business-to-business exchanges by providing services like promotional activities at major audiovisual markets and fairs, which can support independent European companies offering strong content/audiovisual services with international potential.

AUDIENCE CLUSTER

This cluster strengthens the accessibility and visibility of works for their potential audiences through distribution channels and platforms. The focus is on stimulating audience growth and renewal, engaging young audiences, supporting new voices, promoting access to diverse European works and ensuring access to audiovisual content for all EU citizens. Several initiatives, outlined below, will increase the audiences of European works.

- Support to a **network of European cinemas** aims to increase audiences for European works through incentives and collaborative projects. By the end of 2020, MEDIA had supported the operations of 1 144 cinemas in 24 countries.
- Support will be given to the creation and development of **European networks of festivals**, through incentives and collaborative projects, to build audiences for European works.
- The creation and development of **European VOD networks** and operators contributes to the consolidation of European platforms capable of competing on global markets.
- The **films on the move** initiative helps to increase the circulation of European works and widen their pan-European audience by supporting theatrical and online distribution of non-national European films.
- **Subtitling of cultural content** is also important to help increase the circulation of cultural programming across Europe, with the provision of subtitles in at least 2 languages on diverse European cultural content.
- Funding will also go towards **audience development and film education** to stimulate the audience's interests, particularly for young audiences.

POLICY SUPPORT

Policy is vital to the success of the MEDIA strand, and includes dialogue with stakeholders, studies and reports. Outreach and engagement activities targeting citizens are also a core part of the programme, as well as actions around horizontal issues such as greening, diversity, gender, inclusion and innovation.

Support will be given for innovative policy actions and the exchange of best practices through data gathering and forward-looking studies that can provide insights on the future trends of the audiovisual system.

CROSS-CUTTING ISSUES

A structured cooperation forum will be set up with the industry and subnational film/ audiovisual funds with the objective of sharing **best practices** and agreeing on common tools and standards for 'green media' applicable to all Member States. The goal is to set up a common carbon calculator to help to ensure a decrease in CO₂ emissions.

MEDIA schemes will also promote **diversity and inclusiveness** at all stages of the value chain. Within support actions, applicants will be required to:

- ➔ provide a strategy on their management practices and how they will introduce more diversity and inclusivity and
- ➔ submit a declaration of commitment to EU values regarding non-discrimination, equality and inclusion.

An award criteria will be introduced to evaluate this strategy.



THE CROSS-SECTORAL STRAND

The CROSS-SECTORAL strand aims at exploiting the potential for collaboration between different cultural and creative sectors, as well as addressing the common challenges they face. A joint, transversal approach is of great benefit in terms of knowledge-transfer and administrative efficiencies. In this context, the Creative Europe Desks contribute to the achievement of the objectives of the Programme and its implementation.

What's new under the CROSS-SECTORAL strand of Creative Europe?

For the first time, Creative Europe will cover the news media sector.

Under the CROSS-SECTORAL strand, it will promote activities which aim to help the news media sector adjust to the structural and technological changes it faces. These activities will strive to enhance a free, diverse and pluralistic media environment and promote quality journalism and media literacy, while taking into account the digital environment.

In addition, the CROSS-SECTORAL strand has the following priorities:

- to support **cross-sectoral transnational policy cooperation** by emphasising the key role of culture to achieve social inclusion and artistic freedom and promoting the visibility of the programme and the transferability of results;
- to support **Creative Innovation Labs** to encourage **innovative approaches** to content creation, access, distribution, and promotion across cultural, creative and other sectors, taking into account the digital shift and covering both market and non-market dimensions;
- to support the establishment and activities of **Creative Europe desks** in all participating countries and to stimulate cross-border cooperation and the exchange of best practices within the cultural and creative sectors.



WANT TO KNOW MORE?

For more detailed information on calls for proposals, dates of publication and deadlines, eligibility, and award criteria, use the Commission tool '[How to get a grant](#)', check out the [Creative Europe](#), [MEDIA](#) and [Cross-sectoral](#) websites or contact your local [Creative Europe Desk](#).

To find out more about projects previously funded by Creative Europe, check out the [results platform](#).

The Creative Europe programme is jointly managed by the [European Commission](#) and the [European Education and Culture Executive Agency](#).

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