



EUROPEAN COMMISSION

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Dear President,

The Commission would like to thank the Camera dei Deputati for its Opinion on the proposal for a Regulation of the European Parliament and of the Council establishing the Creative Europe Programme (2021 to 2027) and repealing Regulation (EU) No.1295/2013 {COM(2018) 366 final}.

The proposal aims to ensure the continuity of the current Creative Europe programme while enhancing its impact even further, not least by increasing its budget by approximately 34%. The Commission takes note that the Camera dei Deputati calls for an even higher budget and considers this call to be a recognition of the importance of the programme for building a sense of European identity.

The proposed budget would give more cultural and creative actors the opportunity to benefit from the various actions of the programme. As regards the Culture strand of the proposal, an increased budget would allow the programme to focus on specific sectors, such as music, books and publishing, architecture and heritage. It would also facilitate the presence of the cultural and creative sectors on the world scene and, for the first time, provide direct support to the mobility of cultural and creative people.

As regards the MEDIA strand of the proposal, the proposed budget would strengthen the capacity of the European audiovisual industry to produce works which appeal to audiences across borders and would continue to help independent producers and distributors thrive in increasingly competitive and global audiovisual markets. MEDIA would also continue to provide support to different genres of audiovisual work. It would adapt its support to European Video-on-Demand platforms, notably through a structured network of independent Video-on-Demand platforms, as they play an important role in promoting Europe's cultural diversity in the digital age. Support available under the new MEDIA strand would also be essential for the media sector to meet the requirements of the new Audiovisual Media Service Directive as regards the promotion of European works.

In the Commission proposal, the actions supporting a free and pluralistic media environment are promoted through the cross-sectoral strand because of its cross-cutting

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nature, covering content industries such as publishing and radio which go beyond the audiovisual sector.

The Commission takes note of the suggestion of the Camera dei Deputati to include an objective on the artistic quality of productions but wishes to underline the challenge to define and evaluate such an objective. In this context, the Commission wants to point out that it attaches great importance to the inherent value of culture and the need to promote a rich and high-quality cultural offer. The Commission has therefore made increased cultural participation one of its seven priorities for the Culture strand. The Commission would also like to use the momentum of the European Year of Cultural Heritage 2018 to put more focus on the promotion of culture across the Union.

The Commission fully agrees with the Camera dei Deputati on the need to strengthen the monitoring and evaluation of the programme. Based on the mid-term evaluation of the current Creative Europe programme, the Commission is developing a comprehensive performance monitoring framework for the future programme including indicators, with a view to measuring its effectiveness and efficiency. As for the evaluation of project proposals, the Commission is supervising the work done by the Education, Audiovisual and Culture Executive Agency, which already draws on the input of experts from the sector.

Simplifying the access to the programme and its implementation is a permanent priority of the Commission and it will continue to take action in this respect. The use of lump sums, unit costs and flat rates, which are already being applied for the MEDIA strand, is also considered for the Culture strand.

Furthermore, in order to further facilitate access to the programme and raise awareness about the opportunities it offers, the proposal intends to reinforce the role of the network of Creative Europe Desks. They operate in all Member States and cultural and creative organisations can get information and advice from them on how to apply under Creative Europe.

The Commission fully agrees that the new InvestEU programme should respect as much as possible the specificities of the cultural and creative sectors, in its relevant windows. The current Guarantee Facility would be continued under the small and medium-sized enterprises window of the future InvestEU programme, whilst micro-credits could be provided through the social window and the technological dimension could be addressed through the research window. InvestEU would furthermore allow the development of additional financial instruments such as equity, which may be relevant for high risk, high return projects.

Furthermore, the Commission can confirm to the Camera dei Deputati that it has carefully considered consistency, complementarity and synergies across different Union funding programmes, such as Creative Europe, Erasmus, the European Structural and Investment Funds, Horizon Europe as well as the external cooperation instruments. Besides, new rules allowing for cumulative and combined funding have been introduced into the Creative Europe proposal.

The Commission also takes note of the suggestions of the Camera dei Deputati concerning the need to specify the priorities for all new actions, to set up a new theatre prize, to keep the programme committee, to encourage public-private partnerships and to propose provisions for the training of civil servants. The Commission will give due consideration to these issues during the negotiations which are currently ongoing in the relevant Council working group and the relevant European Parliament Committee.

The Commission hopes that these clarifications address the issues raised by the Camera dei Deputati and looks forward to continuing our political dialogue.

Yours faithfully,

*Frans Timmermans
First Vice-President*

*Tibor Navracsics
Member of the Commission*