



2014-2020

Creative Europe

What's in it for the Europe's cultural and creative sectors?



Creative Europe

Carlo IMARISIO
European Commission
Education, Audiovisual and Culture
Executive Agency (EACEA)



High potential of the Creative and Culture sectors

EUROPE LOVES CULTURE! Culture can bridge the gap between people in a peaceful way But in addition to the intrinsic value of culture...

Driver of economic growth and employment (4.5% of EU GDP and 3.8% of EU workforce)

Greater contribution than many other sectors : Higher than average growth rates in recent years





But facing common challenges

Fragmented cultural space - Lack of a real "single cultural space" at EU level

Globalisation and digital shift

Shortage of access to diversified financial sources





2014-2020

ABOUT CREATIVE EUROPE

- Runs 7 years (2014-2020)
- General objectives:
 - Strengthen the competitiveness of European cultural and creative sectors
 - Help safeguard Europe's cultural and linguistic diversity

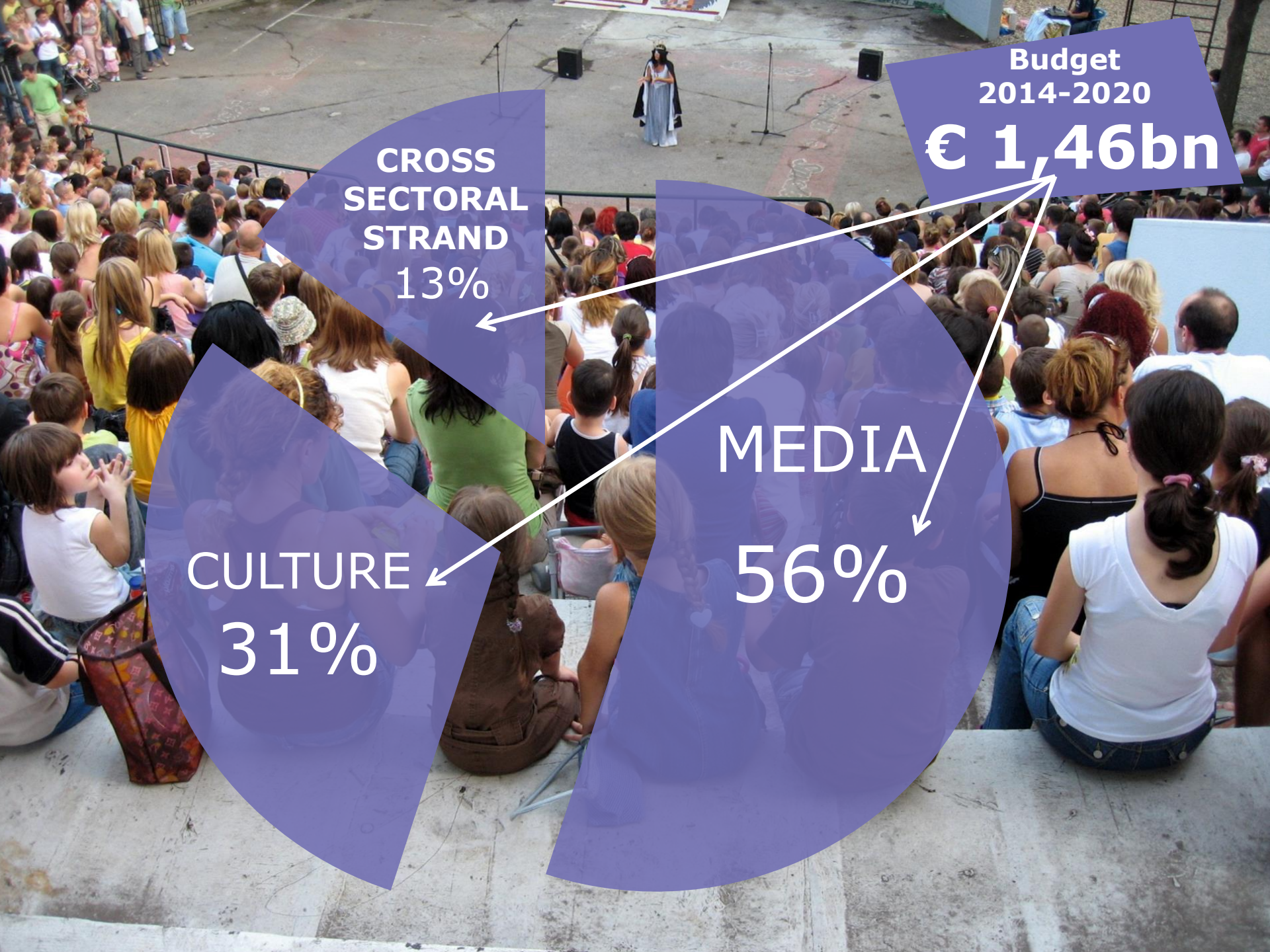
Budget
2014-2020

€ 1,46bn

CROSS
SECTORAL
STRAND
13%

MEDIA
56%

CULTURE
31%





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CREATIVE EUROPE - Culture

Political priorities

- **Transnational mobility**
- **Audience development**
- **Capacity building**
 - Digitisation
 - New business models
 - Education and training
- **Intercultural dialogue**
(cooperation projects)

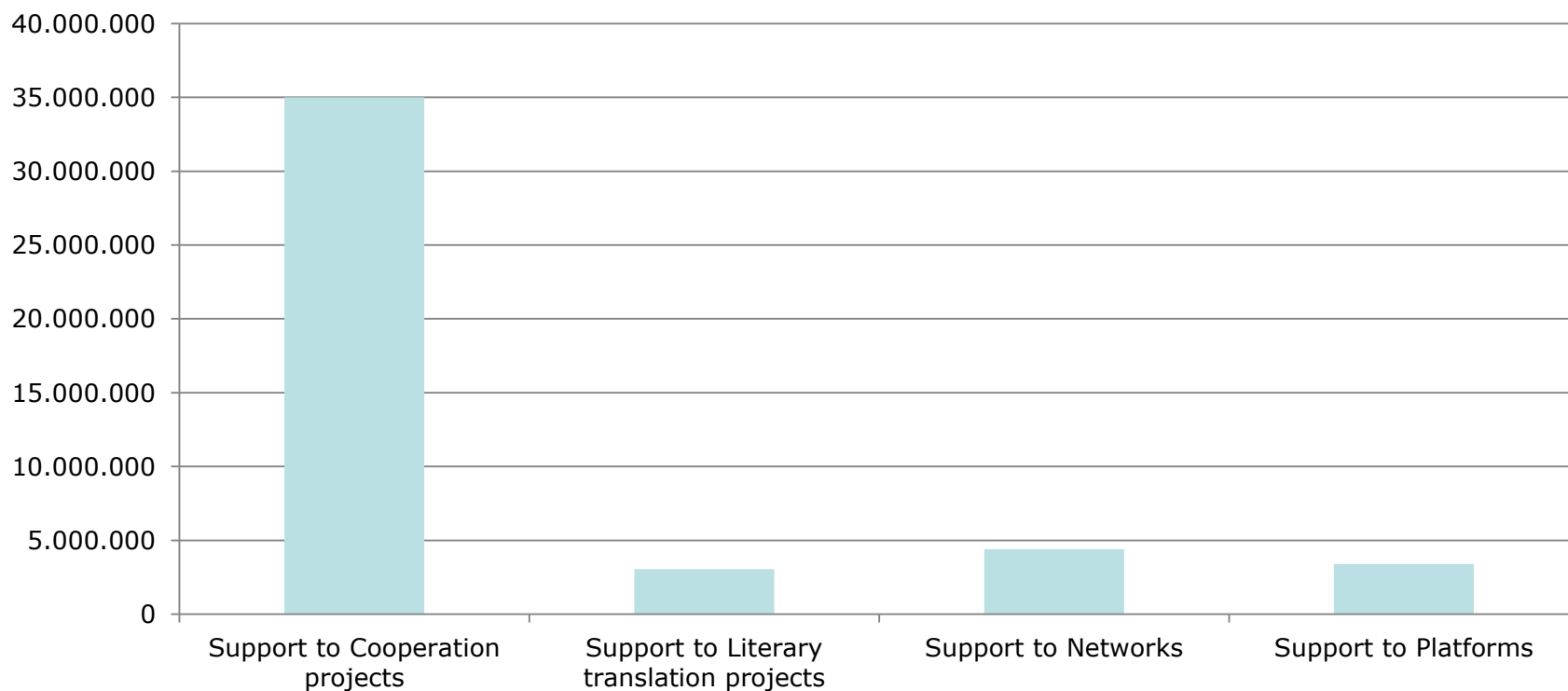
Culture Sub-programme – The novelties

4 schemes instead of 9 under Culture 2007-2013

- Carried-over schemes with refocused priorities and objectives
 - 1. European cooperation projects**
 - 2. Literary translations**
 - 3. European networks**
- **New scheme**
 - 4. European platforms**

Possible participation of ENP countries

Budget breakdown for 2016 AWP



Non-EU participating countries

	Culture	MEDIA
Iceland, Norway	Yes	Yes
Albania, Bosnia and Herzegovina, Montenegro, Former Yugoslav Republic of Macedonia, Serbia	Yes	Yes
Georgia, Moldova, Ukraine	Yes	Partially



CULTURE SUB-PROGRAMME

European Cooperation projects

OBJECTIVES – EUROPEAN COOPERATION PROJECTS

+/- 70 supported projects per year

- Reinforcing the skills, competences and know-how of creative players (including the use of digital technologies, innovative approaches to audience development, the development of new business and management models)
- Promoting transnational circulation of cultural and creative works and mobility of artists

Eligibility criteria

Eligible projects:

Category 1 - Smaller scale cooperation projects

- Project leader + 2 partners from 3 different countries
- At least one from EU Member State or EFTA country
- EU grant max. 200.000 € - 60% of total eligible budget

Or

Category 2 - Larger scale cooperation projects

- Project leader + 5 partners from 6 different countries
- At least one from EU Member State or EFTA country
- EU grant max. 2.000.000 € - 50% of total eligible budget
- Project leader may not be the project leader of an ongoing cat. 2 project

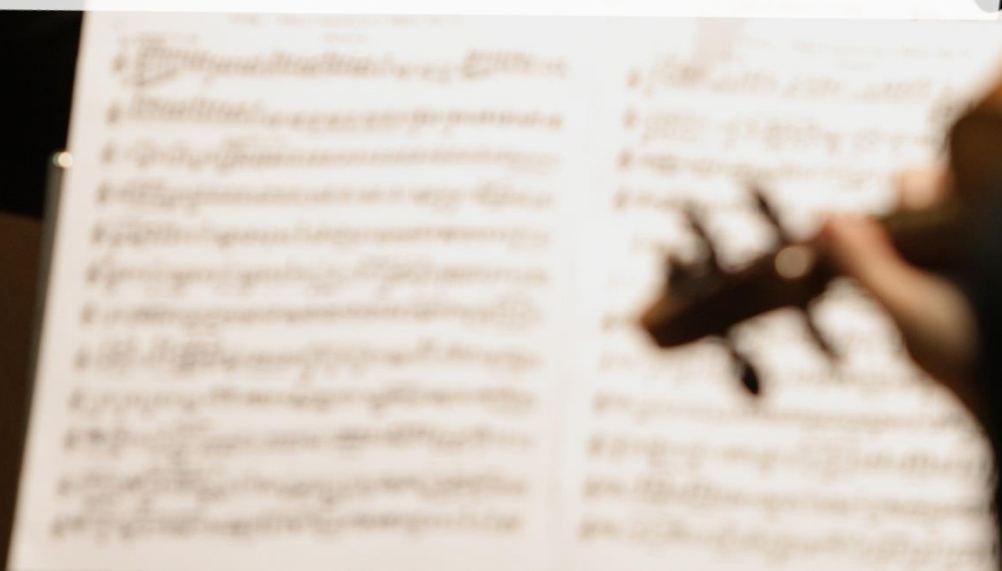
AWARD CRITERIA– EUROPEAN COOPERATION PROJECTS

- Relevance to the objectives & priorities of the Sub-programme
- Quality of content and activities & how the project is implemented in practice
- Communication and dissemination – strategy to sharing knowledge, experiences with the sector & across borders
- Quality of the partnership – general organisation & co-ordination of the project to ensure effective implementation & sustainability

CULTURE SUB-PROGRAMME

2014-2020

European Networks



EU SUPPORT TO NETWORKS 2014-2020

Objectives

strengthening the capacity of the cultural and creative sectors to operate trans-nationally and internationally and to adapt to change; particularly

- **fostering professionalization,**
- **reinforcing the skills, competences and know-how of creative players (including the use digital technologies, innovative approaches to audience development, the development of new business and management models)**
- **Strengthen international networking in order to facilitate access to professional opportunities**

The support for European networks is intended to have a structuring effect on players in the cultural and creative sectors and therefore a limited number of networks with broad coverage will be supported across a balanced range of sub-sectors.

SELECTION OF EUROPEAN NETWORKS (1)

- Support awarded through Calls for Proposals and contracted through **Framework Partnership Agreements**
 - The Framework agreement is concluded as part of a long-term cooperation between the EU and the Network.
 - 3 years, around €250,000 per year
- Two selections:
 - 2014-2017 (3 years)
 - 2017-2020 (4 years)
- 2014-2017: **23 NET** covering all Creative and cultural sectors: music, theatre, heritage, design, festivals...
- With wide geographic and sector **representativeness**

SELECTION OF EUROPEAN NETWORKS (2)

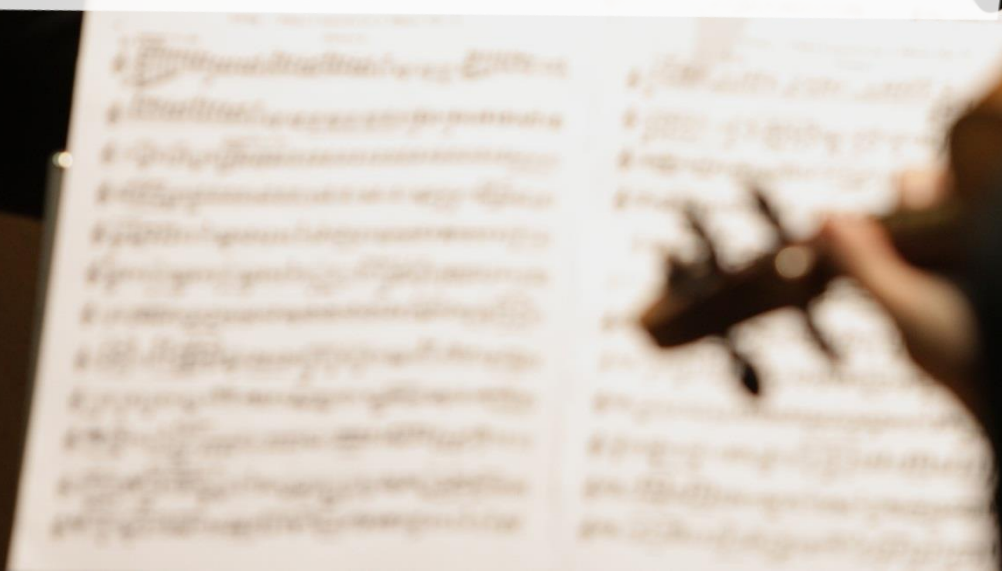
Which networks is the EU targeting? Eligibility criteria:

- **A membership-based organisation**
- **composed of at least 15 member organisations**
- **legally established in at least 10 different participating countries (of which at least 5 EU MS or EFTA)**

CULTURE SUB-PROGRAMME

2014-2020

European platforms



OBJECTIVES – PLATFORMS

+/- 10 supported projects per call

- Fostering mobility & visibility of European creators & artists, especially emerging ones and those lacking international exposure
- Stimulating genuine Europe-wide programming of cultural & artistic activities

RATIONALE BEHIND THE SCHEME – EUROPEAN PLATFORMS

Scheme intended to foster a critical mass and have a structuring effect for artists and players:

- The support is focused on the implementation of a communication and branding strategy providing recognition and visibility to those cultural players contributing to the objectives of the scheme
- Only a relatively limited number of platforms will be supported with a view to getting a balanced coverage across different cultural & creative sectors
- Only 3 calls during the entire duration of the Creative Europe programme

WHO CAN APPLY – EUROPEAN PLATFORMS

- At least 11 cultural & creative organisations from 10 different participating countries (at least 5 EU MS or EFTA) showcasing & promoting European creators & artists joining together under a coordination entity
- The coordination entity defines criteria and selects its members accordingly. The coordination entity may also award financial support to members (max. € 60 000)
- The coordination entity must ensure that the platform's members have showcased at least 30% of emerging artists as defined by the coordination entity in the previous 12 months (and will continue to do so during the project)
- Maximum contribution to the platform: € 500 000 per year (up to 80% of the eligible budget)

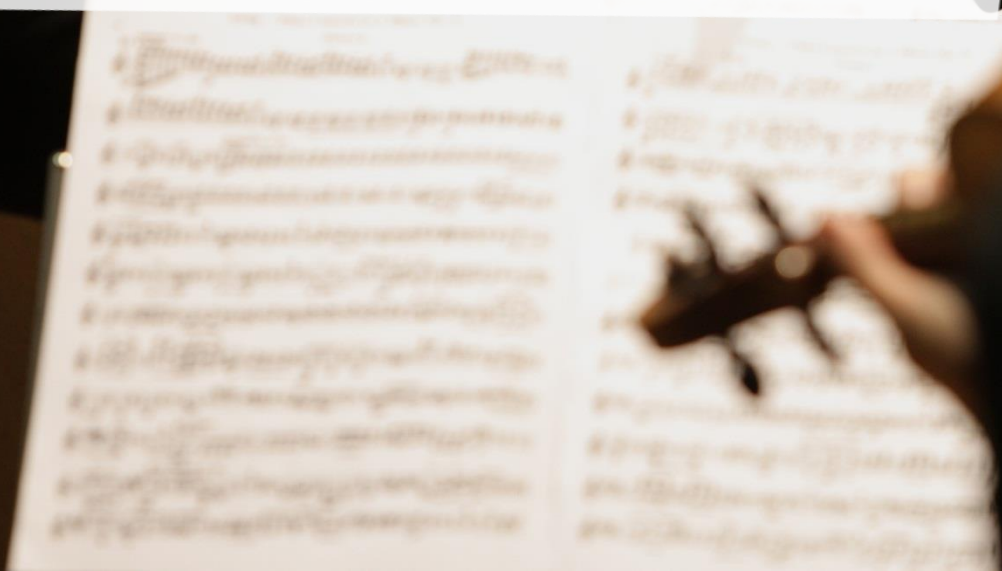
AWARD CRITERIA – EUROPEAN PLATFORMS

- Relevance – Quality of the platform concept – Appropriate contributions of the selected members with regard to the objectives/priorities of scheme
- Quality of content and activities & how the project is implemented in practice
- Communication and dissemination – platform communication & appropriate branding strategy
- Quality of the platform – quality of relationship between coordination entity and members

CULTURE SUB-PROGRAMME

2014-2020

Literary translation projects



KEY ELEMENTS – LITERARY TRANSLATION

+/- 60 supported projects per year

- Support the circulation of European literature through:
 - Support to the translation of European literature
 - Support to the promotion of translated works

KEY ELEMENTS – LITERARY TRANSLATION

- An estimated 3.6 million per year is available
- 50% cofinancing

Category 1 (Grant Agreement – annual award)

- two-year projects for which the maximum grant per project is EUR 100 000 for the 2 years.

Category 2 (FPA, 2013 and 2016)

- Framework partnership agreements (FPA) which last 3 or 4 years . The maximum grant is EUR 100 000 per year.per specific agreement awarded

WHO CAN APPLY – LITERARY TRANSLATION

- **Publishers or publishing houses based in an eligible country**

AWARD CRITERIA

- Relevance – project's contribution to transnational circulation of works of European literature and to improving access to it
- Quality of content and activities & how the project is implemented in practice (in particular quality of books to be translated and experience of the translators used)
- Communication and dissemination – approach to promoting the translated works of fiction within Europe and beyond
- Automatic point granted for each translated book with which the author won the European Union Prize for Literature up to a maximum of 10 points

MAIN CHANGES – LITERARY TRANSLATION

- Promotion costs are eligible and e-books can be supported
- Requirement to include a biography of the translators in the translated books
- Max. amount increased to € 100 000 (vs. €60 000)
- Possibility to benefit from framework partnerships agreements
- Automatic points granted to the EU Prize for Literature winners

MEDIA SUB-PROGRAMME

- Support to training
- Support to development (single projects and slate funding)
- Support to development of European video games
- Support to television programming
- Support to co-production
- Support to market access
- Support to distribution of non-national films (automatic and selective schemes)
- Support to international sales agents
- Support to cinema networks
- Support to festivals
- Support to audience development

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CROSS-SECTORAL STRAND

- €121m for a Guarantee Fund to facilitate loans to cultural and creative enterprises and organisations
- Support for piloting projects bridging different cultural and creative sectors
- Policy measures
- Creative Europe Desks

A nighttime photograph of a city, likely Valencia, Spain, with its lights reflecting on the water and illuminating the surrounding hills. The city is densely packed with lights, and the mountains in the background are silhouetted against the dark sky.

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Other initiatives:
EUROPEAN CAPITALS OF CULTURE

2 cities who bear each year the title of European Capital of Culture and use culture as a key factor of their urban development

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Other actions

- [European Heritage Days](#);
- [European Union Prize for Cultural Heritage](#);
- [European Union Prize for Contemporary Architecture](#);
- [European Heritage Label](#);
- [European Border Breakers Awards](#);
- [European Union Prize for Literature](#);
- [European Union Prix MEDIA](#).

HOW DO I FIND OUT MORE?

2014-2020

**Your national/local
Creative Europe Desk**

**WHERE TO FIND THE CALLS
FOR PROPOSALS?**

http://ec.europa.eu/culture/creative-europe/index_en.htm

http://ec.europa.eu/culture/creative-europe/calls/index_en.htm

THANK YOU!

