



2014-2020

# Creative Europe


Structure and goals

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Creative  
Europe





2014-2020

## ABOUT CREATIVE EUROPE

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



A photograph of three men in a professional setting, likely a meeting or collaborative workspace. The man in the center is wearing glasses and a light blue shirt, looking down at a document. The man on the left is also looking at the document. The man on the right is partially visible, looking towards the center. In the background, there is a wall with several framed photographs or posters.

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## CHALLENGES TO TACKLE

Support to cooperation  
Projects, Networks,  
Platforms and literary  
translations

Creative Europe Desks

- EU cultural prizes
- EU Heritage Label
- EU Capitals of Culture
- Pilot projects
- Other special actions



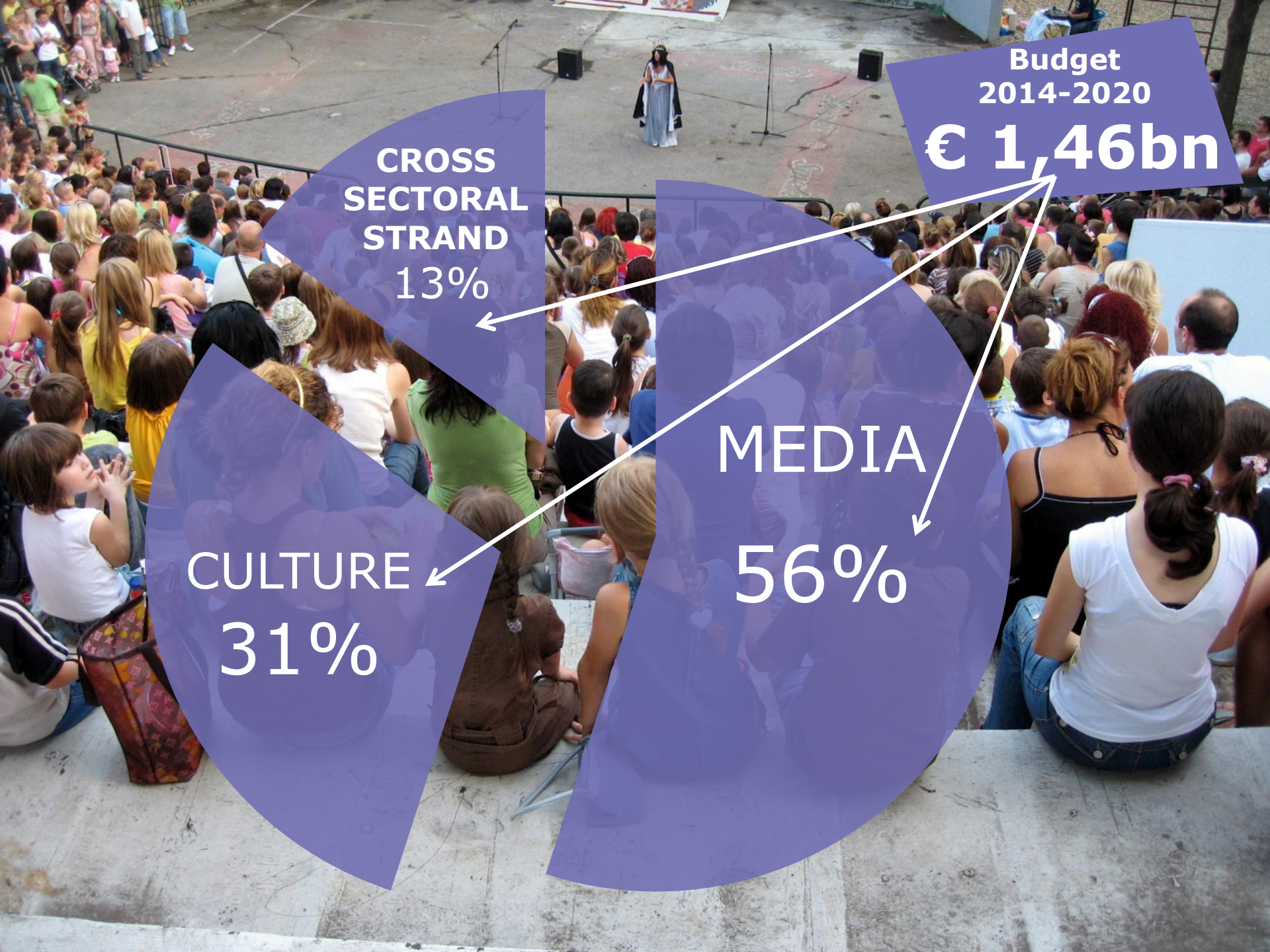
Budget  
2014-2020

€ 1,46bn

CROSS  
SECTORAL  
STRAND  
13%

MEDIA  
56%

CULTURE  
31%





A person wearing a black hoodie is holding a camera up to their eye, taking a photo of a field of yellow flowers. The background is a soft-focus field of similar yellow flowers.

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## EUROPEAN ADDED VALUE

- The programme shall support activities that are not financed at national level or that can be more efficiently supported at EU level (eg, leverage effect)
- The transnational character of supported activities is a key dimension and well complements non EU-funded projects

A violinist is shown in profile, playing a violin. The violin is a dark wood color. The background is blurred, showing sheet music and other musicians. A semi-transparent white box is overlaid on the left side of the image, containing text. A purple banner is in the top right corner.

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## CULTURE SUB-PROGRAMME

- European cooperation projects
- Literary translation projects
- European networks
- European platforms



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## 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
- Video on demand

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## CROSS-SECTORAL STRAND

- €121m for a Guarantee Fund (effective 2016) to facilitate loans to cultural and creative enterprises and organisations
- Support for piloting projects (as of 2016) bridging different cultural and creative sectors
- Creative Europe Desks – to assist potential beneficiaries in their own country



Two trophies are displayed on a red base. The trophy on the left is a large silver cup with a lid and a diamond-shaped finial. The trophy on the right is a smaller gold cup. Both trophies have ornate handles and bases.

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## PRIZES

- Architecture
- Cultural Heritage
- Literature
- Contemporary music



A nighttime aerial photograph of a city, likely Valencia, Spain, showing its illuminated urban landscape and surrounding mountains. The city lights are concentrated in the lower half of the image, while the mountains are silhouetted against the dark sky. A blue parallelogram in the top right corner contains the text '2014-2020'. A large white parallelogram in the lower half contains the title and description.

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## **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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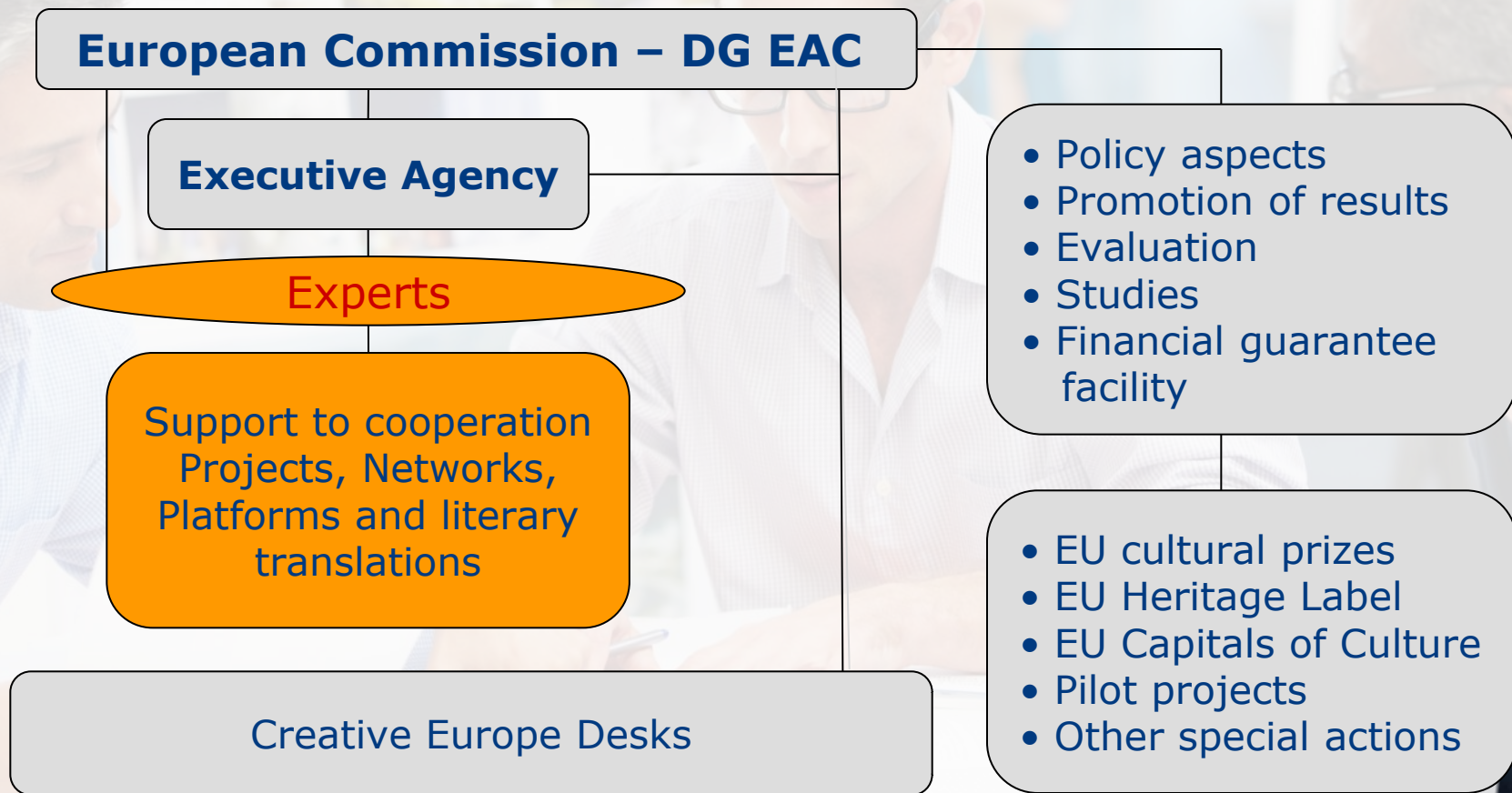
## EUROPEAN HERITAGE LABEL

European Heritage Label awarded to sites that have symbolic historical value for the European integration process




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## MANAGEMENT RESPONSIBILITIES







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## COMMUNICATION AND DISSEMINATION

- The European Commission organises communication/dissemination activities (website, newsletter, project conferences etc) including with the Executive Agency and the Creative Europe Desks (eg, info-days)
- Beneficiaries shall incorporate a communication strategy and related tools in their project and communicate the results of their activities (eg, via the VALOR platform), and they shall use EU logo



## MORE INFORMATION

[http://ec.europa.eu/culture/creative-europe/index\\_en.htm](http://ec.europa.eu/culture/creative-europe/index_en.htm)

ANY QUESTIONS?

# THANK YOU!

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