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Creative Europe
Structure and goals

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
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
MEDIA 56%
CULTURE 31%
CROSS SECTORAL STRAND 13%

€ 1,46bn

Budget 2014-2020

€ 1,46bn
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 (e.g., leverage effect)

• The transnational character of supported activities is a key dimension and well complements non EU-funded projects
CULTURE SUB-PROGRAMME

• European cooperation projects
• Literary translation projects
• European networks
• European platforms

2014-2020
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
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
PRIZES

- Architecture
- Cultural Heritage
- Literature
- Contemporary music
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
EUROPEAN HERITAGE LABEL

European Heritage Label awarded to sites that have symbolic historical value for the European integration process
2014-2020

MANAGEMENT RESPONSIBILITIES

European Commission – DG EAC

Executive Agency

Experts

Support to cooperation Projects, Networks, Platforms and literary translations

Creative Europe Desks

Policy aspects
Promotion of results
Evaluation
Studies
Financial guarantee facility

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

ANY QUESTIONS?

THANK YOU!

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