



# INVESTING IN PEOPLE CREATIVE EUROPE 2021-2027

#EUBudget #EURoad2Sibiu #FutureofEurope



May 2018

The main goal of the Creative Europe programme is to promote, strengthen and protect European cultural and linguistic diversity, cultural heritage and creativity, as well as the competitiveness of Europe's cultural and creative sectors. Culture plays a pivotal role in addressing key societal and economic challenges, especially in promoting active citizenship, common values, wellbeing, innovation, economic growth and job creation.

The Creative Europe programme includes a MEDIA strand to support the European audiovisual industry, a CULTURE strand to promote other European cultural and creative sectors, and a CROSS-SECTORAL strand to support actions spanning across the audiovisual and other cultural and creative sectors.

## Creative Europe

Budget for 2021-2027: **€1.85 billion**

Current budget: **€1.46 billion**

**MEDIA €1.081 billion**

**€820 million**

**CULTURE €609 million**

**€450 million**

**Cross-sectoral €160 million**

(previously with a separate budget of €190)

Source: European Commission

## OBJECTIVES

- Promote European cultural and linguistic diversity and Europe's cultural heritage
- Support quality and diverse European works, reaching large audiences across borders
- Strengthen the international dimension of the European cultural and creative sectors
- Improve the competitiveness of European cultural and creative sectors, including the audiovisual industry

## WHAT'S NEW FOR 2021-2027?

### MORE OPPORTUNITIES FOR CULTURAL AND CREATIVE ACTORS TO RUN CROSS-BORDER PROJECTS:



Increased cross-border cooperation for culture operators



Learn through spending time in a cultural organisation abroad



More funding for European cultural networks

### MORE ATTENTION TO DIGITAL TRANSFORMATION THAT AFFECTS THE CULTURAL AND CREATIVE SECTORS:



A focus on innovative story-telling and Virtual Reality



Create a directory of European movies



Establish a network of Video-on-Demand platforms



Create a network of European festivals



Support more cinemas featuring EU movies



Invest in 5.000 audiovisual professionals



Pan-European distribution strategies



Work with updated rules for audiovisual media



Develop more successful European works

### MORE SUPPORT FOR THE PROMOTION OF EUROPEAN CULTURAL AND CREATIVE WORKS BEYOND THE EU:



Promote, market and brand European works internationally



Encourage networking for young creative entrepreneurs



Bring more European works to international festivals

## CREATIVE EUROPE IS INVESTING IN:



### CULTURE

- Cooperation projects, networks and platforms
- Mobility of artists
- Music
- Books and publishing
- Architecture and cultural heritage
- Design, fashion and cultural tourism
- Special initiatives such as the European Capitals of Culture or the European Heritage Label



### MEDIA

- Development, distribution and promotion of European films, TV programmes and video games
- Creative collaboration across borders
- High quality training for producers, directors and screenwriters
- Digital transformation of the audiovisual industry
- Support to networks of film festivals and cinemas showing European films and reaching new audiences



### CROSS-SECTORAL

- Policy development and data collection on cross-sectorial activities
- International exchange of experience and know-how, peer learning activities and networking
- Creative innovative laboratories, i.e. projects run by different cultural and creative players, such as the use of virtual reality during live performances
- Support for social inclusion through culture
- Support to media pluralism, quality journalism and media literacy

## SUPPORTING EUROPEAN FILMS SINCE 1991

€2.5 billion over the past 27 years for European content, creativity and cultural diversity.

Numerous awards for MEDIA supported **films**, for example 43 films supported by MEDIA have won top prizes at the Cannes Film Festival.

## SUPPORTING CULTURE SINCE 1996

The EU-funded **European Border Breaker Awards** were awarded to today's global music stars such as Adele, £Stromae and Christine and the Queens before their breakthroughs.

**European Networks** represent more than 4000 professional organisations in the cultural and creative sectors, with more possibilities for international careers and peer-learning among artists and cultural professionals.

Two **European Capitals of Culture** designated each year, and more than 60 since 1985, reaching millions of citizens each year.

Luxembourg: Publications Office of the European Union, 2018

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Publications Office

PDF ISBN 978-92-79-86885-6

doi:10.2766/708098

NC-02-18-798-EN-N