



Creative Europe

Presentation to European cultural networks
30 January 2012

Ann Branch
Head of Unit, Culture Programme & Actions
European Commission

DG Education and Culture – Culture Programme and Actions Unit

Culture



Introduction

- A programme for the cultural and creative sectors for 2014-2020
- Bringing together 3 existing programmes (Culture – MEDIA – MEDIA Mundus)
- Creating a new financial facility to guarantee bank loans
- Proposed budget of € 1.8 billion for 7 years
- 37% increase on current levels
- New EU programmes must contribute to the Europe 2020 strategy



Overview

- Why a Creative Europe programme?
- What problems is it seeking to address?
- The new objectives and priorities
- The new instruments in the Culture strand
- International dimension
- The timetable for negotiations



Why Creative Europe?

In addition to the intrinsic value of culture

Big potential of Europe's cultural and creative sectors

- Driver of economic growth and employment
(4.5% of EU GDP, 3.8% of EU workforce)
- Greater contribution than many other key sectors
- Higher than average growth rates in recent years
- But facing common challenges and could contribute even more!

Guiding principles

- Only invest in areas with European added value
- Focus on certain key priorities to maximise impact



European
Commission

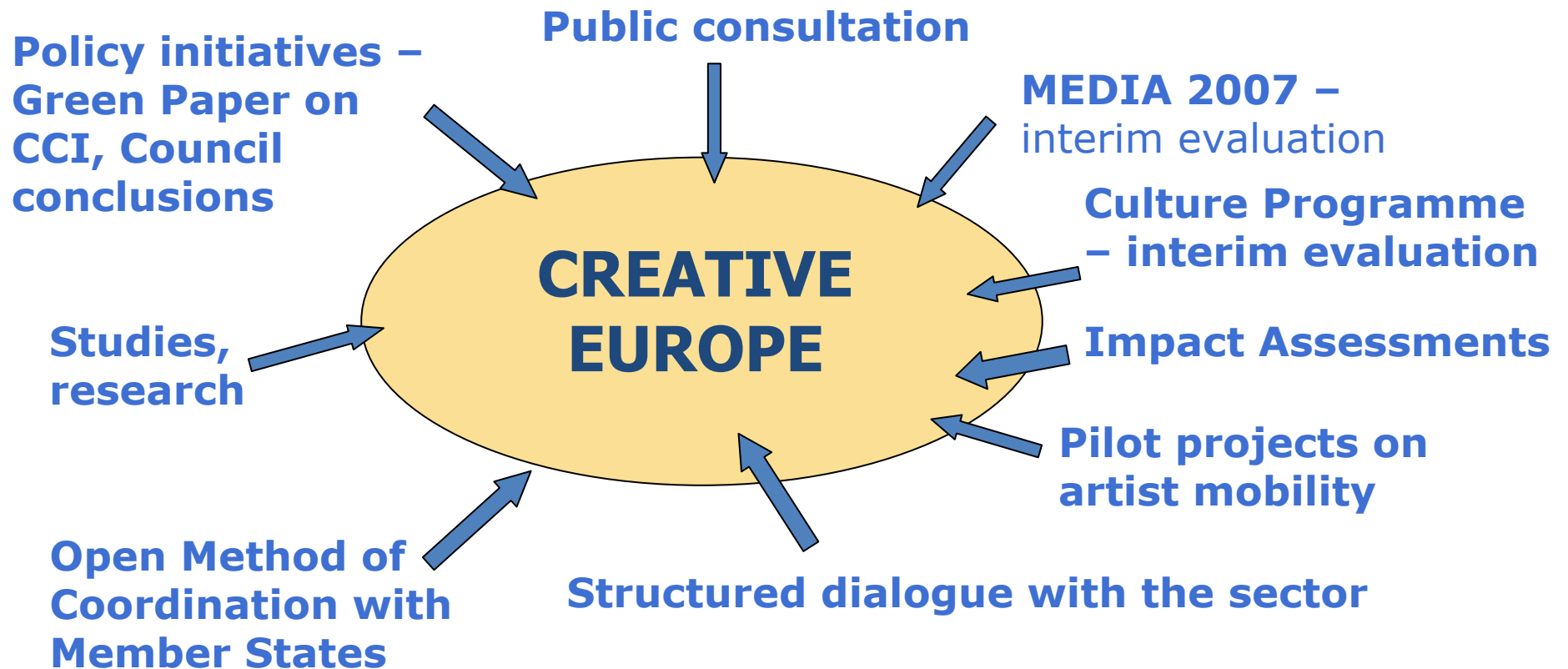
Creative Europe framework

€1.8 billion

Culture 30 %	MEDIA 55 %	Cross-sectoral (Financial Facility + data support + piloting) 15 %
-------------------------------	-----------------------------	---



Building Creative Europe on long term experience





**What problems is Creative Europe
seeking to tackle?**

4 challenges



Challenge 1: A fragmented market/cultural space

Problem

- Fragmented area, many small markets due largely to language
- Difficulties for artists and cultural works to break into new countries
- Cultural and linguistic diversity a challenge, but also a richness and value the EU is committed to safeguarding and promoting

Creative Europe

- Capacity-building to help artists develop international careers and foster international networks to create professional opportunities
- Support for the transnational circulation of works, including international touring, literary translation, and development of long-term audiences for European cultural works



Challenge 2: The digital shift

Problem

- Changing how art is made, disseminated, distributed, accessed, consumed and monetised
- Challenges, but also big opportunities
- Change in paradigm: need to engage audiences as active participants, not just passive observers
- Some excellent examples, but knowledge is fragmented across Europe and under-developed

Creative Europe

- New focus on audience development
- Capacity-building to facilitate peer learning, knowledge transfer and faster adjustment



Challenge 3: Access to finance

Problem

- Chronic difficulties for SMEs in the sector to access bank loans (60% are micro enterprises)
- Estimated funding gap of € 2.8 – 4.8 billion
- Banks don't understand the sector, its risk profile and assets, and lack an incentive to invest to develop expertise

Creative Europe

- Would create an entirely new financial facility
- € 200 million could generate € 1 billion worth of loans
- Capacity-building to increase number and geographical scope of banks willing to develop portfolios of loans
- The money is « revolving »
- Economies of scale and savings from having a Europe wide scheme



Challenge 4: Lack of data

Problem

- Very little comparable data in cultural field
- Makes it difficult to pinpoint problems and their scale
- Makes it difficult to develop evidence based policies
- But we need to design the best possible policies at national and European level to help these sectors

Creative Europe

- Support better and more comparable data collection, studies, evaluation, statistical surveys
- Extension of mandate of European Audiovisual Observatory to other cultural and creative sectors



How to tackle the problems?

- **New and refocused objectives and priorities**
- **Simplified instruments**



General objectives

- Fostering the safeguarding and promotion of European cultural and linguistic diversity
- Strengthening the competitiveness of the cultural and creative sectors with a view to promoting smart, sustainable and inclusive growth



Specific objectives

- Support the capacity of European CCS to operate transnationally
- Promote the transnational circulation of cultural and creative works and operators and reach new audiences in Europe and beyond
- Strengthen the financial capacity of CCS, in particular SME
- Support transnational policy cooperation in order to foster policy development, innovation, audience building and new business models



New Culture priorities

Capacity-building

- Support cultural operators to develop skills and knowhow to facilitate adjustment to the digital shift
- Support artists/cultural professionals to internationalise their careers
- Strengthen European and international networks to facilitate access to new professional opportunities

Transnational circulation

- Support international touring, events and exhibitions
- Support literary translation
- Support for audience building and building a long-term audience for European cultural works



Culture instruments

- Successful instruments maintained, but some simplifications
- Reduction in number of calls managed by EACEA from 9 to 4
- 4 main grant instruments managed by EACEA:
 - **Cooperation projects**
 - **European networks**
 - **European platforms**
 - **Literary translation**
- Discontinuation of operating grants in favour of project grants (simplification)
- Special actions managed by Commission (European Capitals of Culture, EU cultural prizes, European Heritage Label)



International dimension

- Discontinuation of current annual 3rd country call

Instead:

- Full participation in programme:
 - Possibility of full participation to same European 3rd countries as before
 - New possibility for European Neighbourhood countries
- New possibility for targeted bilateral actions (“windows”) with selected countries or regions
- Some increase in participants from 3rd countries in projects
- Possibility of 3rd country partners in some actions being explored



Timetable

- EU budget proposal for 2014-2010 adopted June 2011
- « Creative Europe » adopted 23 November 2011
- Negotiations on overall budget and sectoral programmes in parallel
- Budget negotiations must conclude first, hopefully under CY Presidency
- Then sectoral negotiations can be completed, hopefully early 2013
- Publication of calls for proposals if possible mid-autumn 2013
- Entry into force on 1 January 2014
- (All timings subject to the progress of negotiations between Member States and the European Parliament)



Thank you for your attention
Questions & Comments

Ann Branch

ann.branch@ec.europa.eu

http://ec.europa.eu/culture/index_en.htm