



# Creative Europe

## DG EAC

### Programming 2014-2020

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# Culture Programme 2007-2013

Total **budget**: 400 M €

Total **awarded project grants**: 345 M €

More than 2000 projects supported

More than 5000 cultural organisations participated

On top of that:

- European prizes** (Cult.heritage, EBBA, Contemporary architecture, literature)
- Support for **Culture contact points, studies and evaluations**

# Creative Europe 2014-2020

**€1.46 billion total budget (+9% on current levels)**

**Culture**

**31%**

**454 M**

**MEDIA**

**56%**

**823 M**

**Cross-sectoral**

**13%**

**183 M**

# Objectives

## General:

1. To safeguard, develop and promote European cultural and linguistic diversity and cultural heritage;
2. Contribution to Europe 2020: strengthen competitiveness of CCS (smart, sustainable, inclusive growth)

## Specific:

1. Transnational cooperation of CCIs, circulation of works and players
2. New audiences
3. Strengthening of the financial capacity of SMEs and micro, small and medium-sized organisations in the CCS

## **Culture Sub-programme / Actions supported**

- Cooperation projects
- Literary translation projects
- Networks
- Platforms

# **MEDIA Sub-programme SUPPORT along the value chain**

Pre-  
production

- Training
- Development
- Markets

Production

- TV – programming
- Co-production Funds

Distribution  
Exhibition

- Distribution
- Sales Agents
- Festivals
- Cinema networks
- Audience Development



# Eligible countries

- EU Member States, EEA countries, **Switzerland?**
- Candidate and potential candidate countries

## **New! Under certain conditions:**

- Countries taking part in the ENP

# Conditions for eligible non-EU countries:

## General:

- Basic framework agreement with the EU (or similar)
- Creative Europe Agreement
- "entry ticket"
- Creative Europe desk

## Media sub-programme:

- WTO's most-favoured nation status necessary
- Legal framework in line with the AVMS Directive



# What is in there for third countries?

- Possibility of **bilateral or multilateral cooperation** actions targeted at third countries
- **Cooperation and joint actions** with 3rd countries or international organisations (Unesco, CoE, OECD, WIPO) for the realisation of programme objectives
- Culture strand: **30% of project** may be spent in a third country
- Media strand - Trainings:
  - ✓ European actions. Here up to 20% of the participants might be from countries not participating in the programme.
  - ✓ International actions. Between 35 and 50% of the participants should be from the above countries.



# Implementation

- Regulation establishing Creative Europe adopted 11 December 2013.  
In force since 1 January 2014
- Publication of calls for proposals: 10 December 2013.
- Deadline call for proposals: March 2014
- **Applicants from eligible countries can respond to calls** but can participate only if their country signs agreement before mid-July 2014.



# Thank you

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