



European Commission's proposal for a future **Creative Europe** Programme

Trieste, 17 September 2013

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Overview

- Background
- The cultural and creative sectors (CCS)
- How Creative Europe will seek to tackle the sectors' challenges
- The objectives and budget of Creative Europe
- The lines of action supported
- Tentative timetable

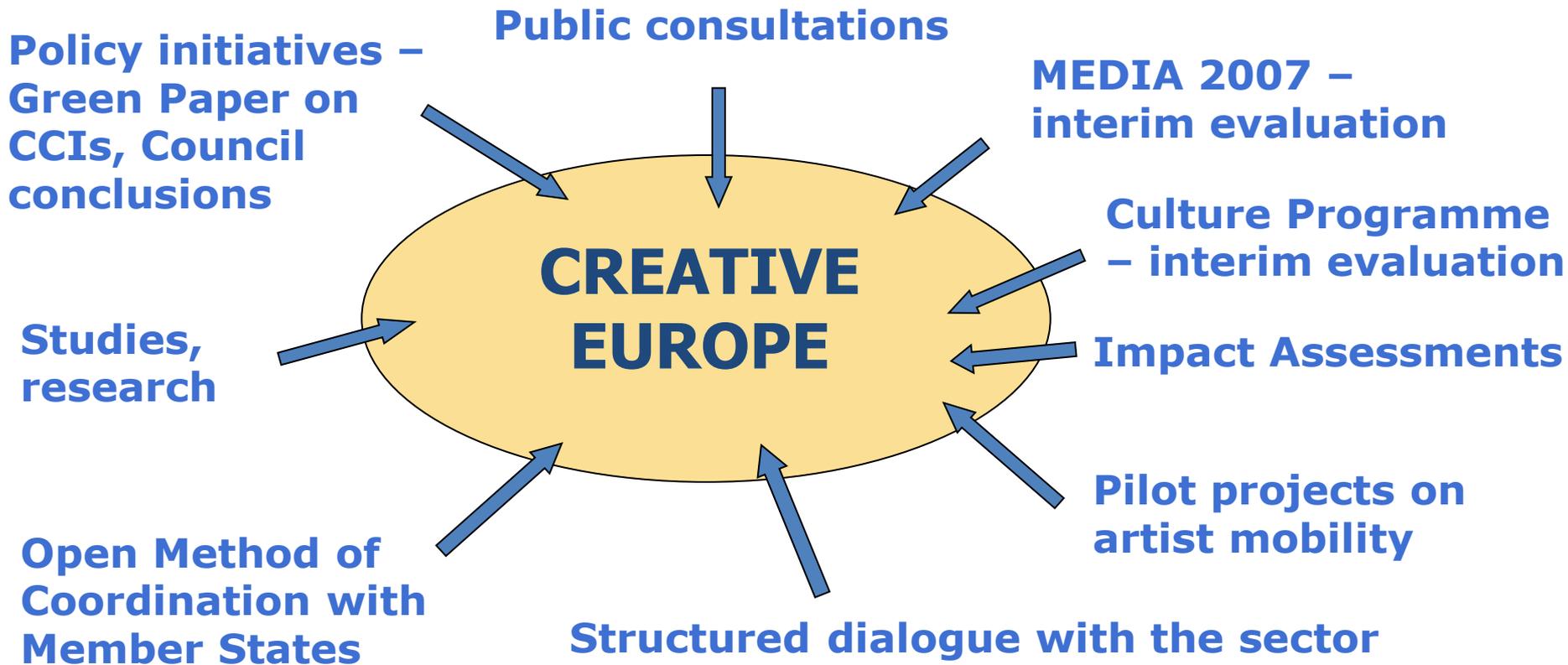
Legal background

- Internal market shall respect EU's cultural and linguistic diversity (article 3 of EU Treaty)
- Fully-fledged reference to culture in EU Treaty since 1993 (article 167 of EU Treaty)
- Strong subsidiarity and complementarity elements (EU complements national action)



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Conceptual basis for a new programme



The cultural and creative sectors

→ High potential sectors

→ 4 main challenges to be tackled

High potential sectors

In addition to the intrinsic value of culture...

- 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!

Challenge 1: Fragmented market/cultural space

- 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

Challenge 2: The digital shift

- 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

Challenge 3: Access to finance

- 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

Challenge 4: Lack of data

- 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 will seek to tackle these challenges



- Bringing together Culture, MEDIA and MEDIA Mundus
- Building on long term experience
- Featuring new, refocused objectives and priorities
- Simplifying funding schemes

How Creative Europe will seek to tackle these challenges (1)

Challenge 1: Fragmented market/cultural space

- 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

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



How Creative Europe will seek to tackle these challenges (2)

Challenge 3: Access to finance

- Would create an entirely new financial guarantee facility (as of 2016)
- The €121 million financial facility could generate 5-fold 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

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

General objectives

- Fostering the safeguarding and promotion of European cultural and linguistic diversity
→ *In accordance with articles 3 and 167 of EU Treaty*
- Strengthening the competitiveness of the cultural and creative sectors with a view to promoting smart, sustainable and inclusive growth → *Contribution to Europe 2020 strategy*

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 SMEs
- Support transnational policy cooperation in order to foster policy development, innovation, audience building and new business models



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Creative Europe 2014-2020

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

Culture

31%

MEDIA

56%

Cross-sectoral

13%



Lines of action supported (MEDIA sub-programme)

- Support to Training
- Support to the Development of Single Projects and Slate Funding
- Support to the Development of European Video Games
- Support to Television Programming of Audiovisual European Works
- Support to co-production funds
- Support to Market access
- Support for the Distribution of non-national films – The Cinema Automatic Scheme
- Support for the Distribution of non-national films – The Cinema Selective Scheme
- Support to the international Sales Agents of European Cinematographic films
- Cinema Networks
- Support to Festivals
- Audience Development
- Video on demand (VOD)



Lines of action supported (Culture sub-programme)

- Support to Cooperation projects
- Support to Literary translation projects
- Support to Networks
- Support to Platforms
- Special actions - Organisation of EU prizes in the field of culture
- Special actions - European Capitals of Culture
- Special actions - European Heritage Label
- Special actions - Cooperation with International organisations



Lines of action supported (Cross-sectoral strand)

- Support to Creative Europe Desks
- Support to EU Presidency conferences
- Policy development activities
- Studies and evaluations
- Communication and valorisation activities
- Financial guarantee facility (as of 2016)

Who can participate

Operators from the cultural and creative sectors, having legal personality (individuals are not eligible) and established in any of the following countries:

- EU Member States
- EFTA/EEA countries*: Lichtenstein, Norway, Switzerland
- Candidate and potential candidate countries to EU membership*: Turkey, FYROM, Serbia, Iceland, Bosnia-Herzegovina, Montenegro, Albania
-  **Novelty!** Countries taking part in the European Neighbourhood Policy (ENP)*: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine (ENP East); Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, the occupied Palestinian territory, Syria and Tunisia (ENP South)

* = *Under specific conditions*



Tentative timetable*

Behind us

- European Commission's proposal for Creative Europe (November 2011)
- Partial agreement of EU Council of Ministers (May 2012)
- Vote of European Parliament's Culture Committee (December 2012)
- Informal agreement between Commission, Parliament and Council (July 2013)

Ahead of us

- Final agreement on EU overall budget, scheduled in September 2013
- Consultation of EU Member States on 2014 work programme and budget
- Final adoption of the Regulation establishing Creative Europe
- Publication of calls for proposals hopefully by 2013
- Entry into force on 1 January 2014

* = *All future timings subject to the legislative procedure*



Thank you for your attention

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