

Creative Europe

IRELAND

MEDIA RESULTS
2014-2020

MEDIA



INTRODUCTION

Fund | Support | Connect

The inaugural Creative Europe Programme (2014-2020) was the European Union support programme for the cultural and creative sectors. Over a seven year period the EU invested **€1.46 billion** in the audiovisual and culture sectors. A second edition of the Creative Europe Programme has been agreed for the period 2021-2027.

The Creative Europe Programme combined two previous stand-alone programmes – the **Culture Programme** supporting pan-European arts and cultural projects and the **MEDIA Programme** supporting the European audiovisual sector.

Creative Europe MEDIA supports European film and audiovisual industries in the development, distribution and promotion of their projects. MEDIA also offers opportunities to develop skills in traditional and new media technologies as well as supporting European companies in targeting markets and networks within and beyond European borders.

Since the first MEDIA Programme commenced in 1991 the Irish audiovisual sector has received a total of **almost €48 million** in EU funding for the sector.

€6m MEDIA 1 (1990-1995)

€8.2m MEDIA 2 (1996-2000)

€9.5m MEDIA Plus (2001-2006)

€11m MEDIA 2007 (2007-2013)

€13m Creative Europe MEDIA (2014-2020)

Cover (clockwise from top): The Racer, Blinder Films; Wolfwalkers, Cartoon Saloon; Cuba's Wild Revolution, Crossing the Line; The Day Henry Met, Wiggleywoo; Sea Fever, Fantastic Films

CREATIVE EUROPE DESK IRELAND

Creative Europe Desk Ireland comprises three offices representing the MEDIA and Culture sub-programmes. The Coordinator of Creative Europe Desk Ireland is Screen Ireland. The information office for Culture is based in the Irish Arts Council. MEDIA has two specialist MEDIA information offices, one based in Dublin and one in Galway.

The MEDIA offices offer comprehensive information on the European Union's Creative Europe Programme and specifically the MEDIA sub- programme. We provide advice, support, and information on Creative Europe funding calls and applications for the audiovisual industries including film, television, video games, festivals and markets.

The MEDIA offices have a technical assistance role in assisting applicants with applications for MEDIA support and a networking role in facilitating European partnerships and co-production opportunities. We organise information events on the Programme but also events to upskill and internationalise the sector and to facilitate networking on a European level.

The Creative Europe Desk MEDIA Office Galway serves as a regional MEDIA office and also has a remit to provide information and services as Gaeilge to the growing Irish language audio-visual community.

For more information, check out the Creative Europe Desk Ireland website, subscribe to our newsletter, and follow us on social media.



MEDIA IN IRELAND

MEDIA has been active in Ireland for the last 30 years when the MEDIA Desk opened its doors first in Dublin with Siobhan O'Donoghue at the helm. As a link between the growing Irish sector and EU Funding, the Desk has been a support for many Irish companies as they navigate the challenging European funding process and become stronger companies in the process.

A key element in assisting Irish companies grow and compete on a European level, the MEDIA programme has invested almost **€48 million** in the Irish audiovisual industry. In 2014, the MEDIA programme became part of the Creative Europe Programme and has awarded **€13 million** in direct funding to Irish companies across the Film, Documentary, Animation, TV and video games sectors within the last seven years.

Film and TV development has always been an important resource accounting for 58% of the funding awarded (**€7.5 million**) with 22 companies receiving Slate funding and 39 companies awarded funding under the Single Project Funding scheme. Films such as *The Killing of a Sacred Deer*, *Handsome Devil* and *Wolfwalkers* were supported alongside documentaries *Mattress Men*, *School Life* and *Wild Ireland* as well as TV shows *Dead Still*, *Acceptable Risk* and *Becca's Bunch*.

As the audiovisual sector here has changed and developed in this time, so too has the type of funding that the MEDIA programme offered. Funding for areas such as Video Games and innovative business models have been introduced alongside Producer Support, Festivals, Markets, Distribution and Training. The programme also provided indirect support by subsidising professional training and providing access to international markets at preferential rates through the Creative Europe MEDIA Stands.

It has been a very strong seven years for the Irish audiovisual industry and we are honoured to be in a position to be able to help the industry tell their stories to audiences across the world. We look forward to the next Creative Europe programme and to supporting the Irish audiovisual sector for years to come.

Orla Clancy, MEDIA Office Dublin



Industry Breakfast EU Copyright Directive, 2019

VIEW FROM THE WEST

The Creative Europe Funding cycle 2014-2020 coincided with a number of key developments in the cultural and creative sectors in the West of Ireland. In 2014 Galway was awarded a UNESCO City of Film designation; Halloween 2016 saw the celebration of Broadcaster TG4's 20th birthday; the Western Regional Audiovisual Producers (WRAP) Fund was launched in 2017; and in 2020 Galway was European Capital of Culture albeit virtually for the most part due to the Covid-19 pandemic.

During this seven-year period, Creative Europe MEDIA invested a total of **€1,867,798** in the audiovisual and Video Games sectors in the West of Ireland. **€500,000** was invested in Gaeltacht companies representing 3.8% of the total Creative Europe MEDIA funding to Ireland.

The majority of funding received was for the development of Film and TV projects and Video Games. 3 companies - Telegael Teo, Moetion Films and Soilsiú Teo - received **€585,000** in Slate Funding support. 7 companies - Magamedia Teo, Soilsiú Teo, Aliceway/Bandit Films, Léirithe Rúnda, South Wind Blows, Lunar Pictures and Magpie 6 Media - received **€285,000** for the development of Single projects. 4 companies - Tribal City Interactive, Isometric Dreams, Psychic Games and Timeslip Software - received a total of **€566,077** for the development of 6 Video games.

Galway Film Fair received annual funding totalling **€371,750** for the international market at the Galway Film Fleadh. Gaeltacht company Abú Media was also a co-beneficiary with an Austrian company for a project supported under the TV Programming Scheme.

In addition to the direct funding received, the West of Ireland benefited from Creative Europe MEDIA training and market events such as the hosting of MEDIA supported Training Programme EAVE in Galway in 2020 which included a special Irish/Croatian exchange and events organised by MEDIA Office Galway including the annual MEDIA Co-Production Dinner at the Galway Film Fleadh.

The audio-visual sector in the West continues to grow and flourish. We hope to build on this success in the forthcoming Creative Europe MEDIA Programme (2021-2027).

Eibhlín Ní Mhunghaile,
Creative Europe Desk Ireland, MEDIA
Office Galway



MEDIA Co-production Dinner at Galway Film Fleadh

FUNDING TO IRELAND 2014-2020



Since 2014, over **€13 million** has been awarded to Irish companies through Creative Europe MEDIA. This funding has helped to grow and internationalise the Irish audiovisual sector by not only investing in the creation of international projects through the Producer Support Schemes but also by giving Irish professionals access to International markets and training. Irish films have also been seen across Europe thanks to Distribution support.



DEVELOPMENT

Creative Europe MEDIA provided opportunities for film producers to develop projects with the potential to circulate in the European Union and internationally. MEDIA also seeks to facilitate European and international co-productions.

From 2014-2020 Creative Europe MEDIA provided Development support through Single Project and Slate Funding supporting animation, creative documentary, and fiction projects for cinema release, television broadcasting, or digital distribution. Support was also available for the development of narrative Video Games.

SLATE DEVELOPMENT

Support was available for the development of Slates of 3-5 projects.

► **A total of €5,346,964 was awarded to 22 Irish companies between 2014-2020.**



School Life, Soilsíú Films

'Our long association with Creative Europe has allowed us to build a reputation not only as a creative generator of distinctive, observational documentaries but also as reliable European coproducers who can bring insight and energy to a project. We are delighted to have Creative Europe as partners in our new initiatives – funding an Irish company to confidently move beyond the confines of our own borders and pools of finance.'

Soilsíú Films

Year	Company	Genre
2014	Samson Films	Drama
2014	Fastnet Films	Drama
2014	Subotica Ltd	Drama
2014	Cartoon Saloon	Animation
2014	Telegael Teoranta	Animation / Drama
2014	Kavaleer	Animation
2014	Crossing the Line	Documentary
2014	Brown Bag	Animation
2014	Treasure	Drama
2015	Element Pictures	Drama
2015	Jam Media	Animation
2016	Fantastic Film Ltd.	Drama
2016	Treasure Entertainment	Drama
2016	Fastnet Films	Drama
2016	Crossing the Line	Documentary
2017	Element Pictures	Drama
2017	Subotica Ltd	Drama
2017	Deadpan Pictures	Drama
2017	Moetion Films	Animation
2018	Jam Media	Animation
2018	Green Pavilion	Drama
2018	Savage Productions	Drama
2019	Samson Films	Drama
2019	Film & Music Entertainment (IRE)	Drama
2019	Wild Atlantic Pictures	Drama
2019	Underground Films	Drama
2020	Hell's Kitchen	Drama & Documentary
2020	Element Pictures	Drama
2020	Soilsíú	Drama & Documentary
2020	Treasure Entertainment	Drama

Total: €5,346,964

SINGLE PROJECT SUPPORT

Support was available for the development of Animation, Drama, and Creative Documentaries under the Single project strand.

- **A total of €2,150,000 was awarded to 39 Irish companies for 46 projects.**

‘We were absolutely delighted to receive Single Project Development funding from Creative Europe! This is our first time ever receiving the single project award though we’d applied for it before. The application process wasn’t too difficult - it’s just important to understand what Creative Europe are looking to fund.’

Julianne Ford & Ruth Treacy,
Tailored Films



Julianne Ford & Ruth Treacy, Tailored Films

SINGLE PROJECT FUNDING TO IRISH COMPANIES 2014-2020

Year	Company	Project Title	Genre
2014	Soilsiú Teoranta	School Life	Documentary
2014	Magamedia Teoranta	Leaning into the wind	Documentary
2014	Planet Korda	Butterfly City	Documentary
2014	Screenworks Ltd	Undercard	Drama
2014	Zanita Associates Ltd	The Blue Flower	Drama
2014	Aliceway Ltd	Rare Earth	Drama
2014	Savage Productions	Why the Dogs had to Die	Drama
2014	Grand Pictures D (aka Deadpan)	Breakfast at the New Yorker	Drama
2014	CR Entertainment (Beactive Int)	Get Happy	Drama
2014	Fantastic Film Ltd	Sea Fever	Drama
2014	Newgrange Pictures Ltd	Playdate	Drama
2015	Igloo Films Ltd	The Boy in the Bubble	Animation
2015	El Zorrero Films	Mattress Men	Documentary
2015	Blacksheep	The End of Romance	Drama
2015	Fantastic Film Ltd	Vivarium	Drama
2015	Footnote Productions	The Traveller's Daughter	Drama
2015	Whackala	Slow	Documentary
2016	Zanzibar Films	Less Than Human	Documentary
2016	Wide Eye Films	Don't Let Go	Drama
2016	Light Cube Ltd	Jelly Pixels	Animation
2016	Monster Entertainment	Hunted	Animation
2016	Léirithe Rúnda	Farewell to Music	Documentary
2017	Igloo Films Ltd	Peek Zoo	Animation
2017	Treehouse Republic	I've Got a Time Travelling Monkey on My Back	Animation
2017	Kite Entertainment	Brain Freeze XL	Animation
2017	Gambit Pictures	Old Friend - New Master: Will China Save Europe's Piano industry	Documentary
2017	Blinder Films	The Pervert's Guide to the Twenty First Century	Documentary

2017	Tailored Films	Winter Lake	Drama
2017	Merlin Films	Halfway House	Drama
2017	Lightcube Ltd.	Emotional Weather Station	Animation
2018	Wiggly Woo	Scribe	Animation
2018	Cartoon Saloon	Silly Sundays	Animation
2018	South Wind Blows	That They May Face the Rising Sun	Drama
2019	Tailored films	Black Unicorn	Drama
2019	Tiger Darling Productions	The Sparrow	Drama
2019	Ripple World Pictures	Ebony Smart & The Book of Learning	Drama
2019	Light Cube Ltd.	Play it Again	Animation
2019	Ink and light	Stories from Backwoods	Animation
2019	Wide Eye Media	That's Alright Mama	Fiction
2020	El Zorrero Films	Piece	Animation
2020	Planet Korda Pictures	Mother's Little Secret	Documentary
2020	Fastnet Films	The Northwest Scourge (El Azote Noroccidente)	Fiction
2020	Lunar Pictures	Dad's Red Dress	Fiction
2020	Dream Logic Animation Studios	The Ghastly Ghoul	Animation
2020	Roundstone Media	Young Pirate Queen	Fiction
2020	Magpie 6 Media	The Wee Littles	Animation

Total: €2,150,000

'It's incredible news that Creative Europe is funding the development of the TV series, Young Pirate Queen. We can't wait to start working on bringing the adventures of a Young Grace O'Malley to Irish and international TV screens.'

Triona Campbell,
Roundstone Media



Sea Fever, Fantastic Films



Slán Leis an gCeol (Farewell to Music), Léirithe Rúnda



Peek Zoo, Igloo Films



Mattress Men, El Zorrero Films

VIDEO GAMES

Support was available for the development of narrative Video Games.

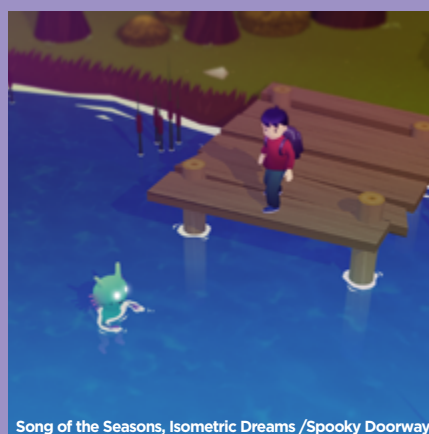
► **A total of €1,224,356 was awarded to 8 Irish companies to develop 11 video games.**

Year	Company	Project Title
2014	Story Toys Ltd	CLIKS
2015	Tribal City Interactive Ltd	Runes of Aran
2017	Pewter Games Studio Ltd.	Athanasia
2017	Tribal City Entertainment	Tír Annan
2018	Gambrinous Limited	Cardpocalypse
2018	Isometric Dreams	Sunken Spectre
2018	Simteractive Limited	Designer Life
2019	Timeslip Softworks	And Prometheus Wept
2019	Psychic Games	The Necromancer
2020	Isometric Dreams (Spooky Doorway)	Song of the Seasons
2020	Gambrinous	The Humanity Complex

Total: €1,224,356

'The Creative Europe MEDIA Fund has allowed our studio to expand both its vision and potential. The financial support it has provided has given us the freedom to explore new and bolder ideas matching our aspirations and has given us the chance to work with the people we need to bring our concepts to reality.'

Paul Conway, CEO & Artist, Isometric Dreams /Spooky Doorway



Song of the Seasons, Isometric Dreams /Spooky Doorway

TELEVISION

Support was available to Independent production companies to produce fiction, creative documentaries, or animated programmes that had the potential to circulate within the European Union and beyond.

► **6 Irish companies received €1,467,118 for 9 TV projects from 2014-2020.**

Year	Company	Project Title
2014	Wiggley Woo	The Day Henry Met
2015	Planet Korda	Butterfly City
2016	Jam Media Ltd	Becca's Bunch
2016	Crossing the Line Ltd.	Cuba's Wild Revolution
2018	Kavaleer Productions Ltd.	Circle Square
2018	Crossing the Line Ltd.	Big Bend – America's Wildest Frontier
2019	Gambit Pictures Ltd	Piano Dreams
2019	Crossing the Line	Transylvania's Wild Side
2020	Wiggleywoo	Farmer Mo

Total: €1,467,118



Wild Ireland: The Edge of the World, Crossing The Line Films

'MEDIA funding has allowed us to develop ideas and produce films to the highest international standards. It has really helped elevate the quality of our work which has in turn spurred us on to even bigger and better projects.'

John Murray,
Crossing the Line Films

TRAINING

EUROPEAN TRAINING PROVIDERS

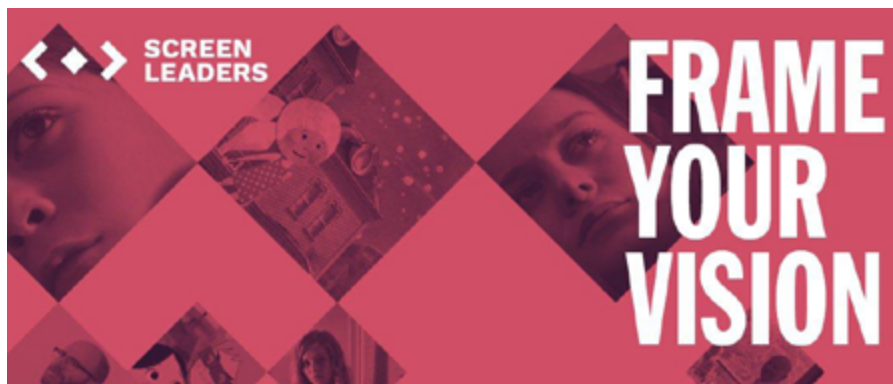
MEDIA's Training funding Scheme supports activities aimed at increasing the skills and networking capabilities of professionals in the audiovisual sector. Grants are offered to European training providers to enable them to deliver high-level training activities to upskill professionals at various stages of their careers.

Creative Europe MEDIA supports more than 50 high-level pan-European Training initiatives each year. Improving the skills of talented European professionals is a core objective of the MEDIA programme. Training courses differ in costs, format, length and target group and take place online and at various sites all over Europe and beyond.

- **Screen Skills Ireland has received €1,423,985 from Creative Europe for the Screen Leaders and VFX: Script to Screen training programmes.**

'Among the incredible achievements of the participating companies are over 20 total Oscar nominations, more than 15 Golden Globes nominations, 10 Emmy nominations and countless international festival prizes, awards and recognitions. This has been made possible thanks to funding from Creative Europe MEDIA, which has been integral to the continued success of the Screen Leaders programme.'

Teresa McGrane, Deputy Chief Executive, Screen Ireland



EUROPEAN TRAINING COURSES

Since 2014, over 55 Irish professionals have participated in Creative Europe MEDIA Training courses assisted by Screen Skills Ireland's Bursary scheme that contributes towards the costs of attending. These include programmes from Training providers such as EAVE, ACE Producers, Erich Pommer Institut, LIM Less is More, Eurodoc and Torino Film Lab among others.

Training Programmes are invaluable in upskilling European audiovisual professionals. Networking with European peers in a supportive environment is also a major benefit in taking part in these training programmes. Producer training programmes such as EAVE allow participants to meet potential co-producers and form long-lasting creative and business partnerships.



Screen Leaders, Group Photo



Screen Leaders

'I think any of the Creative Europe MEDIA training courses are a great start for young people because you learn a lot and you start to create a network of people who can help you down the road when you're trying to get your films made.'

Andrew Lowe, Element Pictures

DISTRIBUTION

MEDIA supports the distribution and broadcasting of fiction, documentary, animation, and interactive programmes as well as European films on-line, in movie theatres, and on television. Financial support is available to European Cinema distributors for the distribution of non-national European films under two support mechanisms:

1. Selective Scheme. Irish distribution companies have received funding to distribute non-national European Films. Access Cinema, Wildcard Distribution and Element Distribution have received **€74,600** since 2014

2. Automatic Scheme. Curzon Film World, Soda Pictures, Entertainment Film Distributors, Metrodome Distribution, Wiserealm, Element Distribution and Magnetes Pictures Ireland have received

a total of **€145,161** under the Automatic Distribution Scheme. The aim of the automatic support scheme is to support the wider transnational distribution of recent European films by providing funds to Distributors, based upon their market performance, for further investment in new non-national European films.

The scheme also aims to encourage the development of links between the production and distribution sectors thus improving the competitive position of non-national European films and the competitiveness of European companies.

European Distributors received support to distribute Irish Films across Europe including: *Float like a Butterfly*; *Katie*; *Without a Name*; *The Killing of a Sacred Deer*, *Herself*, *The Breadwinner* and *Halal Daddy*.

'In recent years, access>CINEMA has successfully applied to MEDIA for Cinema Distribution support under their Selective Scheme. This has allowed us to act as the Irish distributor for a number of European titles.'

Maeve Cooke, Director,
access>CINEMA



Float Like a Butterfly, Samson Films (Sales Agents Support)



Halal Daddy (Distribution Support)



The Breadwinner, Cartoon Saloon

PROMOTION OF ONLINE WORKS

‘We are really thankful to Creative Europe for believing in our vision. We are excited to build the Movie Voyage platform which will help fans find great European films. Europe is competing for audiences with the heavily funded Hollywood industry. Our role is to help the European film industry make data-led distribution choices.’

Oliver Fegan, Co-founder, usheru

This scheme supported the promotion of European Audiovisual works online by supporting European VOD services and online tools.

The scheme focussed on Innovative strategies for distribution and promotion of European audiovisual works, including audience development initiatives focusing on innovative and participatory strategies reaching out to wider audiences with European films.

- **We Love Cinema / Usheru received €194,520 for their Eurofilm Platform in 2019; and €339,886 in 2020 for Eurofilm 2.0 (Movie Voyage).**



FILM FESTIVALS



Each year MEDIA supported over 100 European Film Festivals notable for their particularly rich and varied programme of European films, their efforts to engage with the general public, and their activities involving professionals in large numbers.

Audience development initiatives were encouraged to stimulate interest in and increase access to European audiovisual works particularly for young audiences.

- **2018–2020, Cork Film Festival received €165,000 from Creative Europe.**

‘Thanks to Creative Europe MEDIA’s support, Cork International Film Festival has been able to grow and develop, showcasing the largest programme of European features and short films in Ireland, and facilitating pan-European conversations amongst filmmakers and Irish audiences.’

Fiona Clark, Festival Director and CEO

MARKETS



The Access to Markets scheme supports organisations that propose events and activities designed to promote European Audiovisual works and facilitate access to markets for Professionals.

- **Galway Film Fair at Galway Film Fleadh has received funding totalling €371,750 in Creative Europe since 2014. In 2017, Irish company Park Films were awarded €40,000 for Rangle, a digital platform with a mobile app that connects productions with crews.**

‘The funding and investment provided by the Creative Europe MEDIA programme has enabled the Galway Film Fair to grow and achieve multifarious successes through the provision of an invaluable Marketplace, seminars and industry events, running alongside a vibrant film festival, allowing for a critical mass of industry professionals supporting, promoting and showcasing European Audiovisual works.’

Miriam Allen,
CEO Galway Film Fleadh



Attending European markets is vital for Irish independent producers to source European financing and distribution and to build partnerships and networks.

Creative Europe MEDIA provides an umbrella stand for European professionals at major audiovisual markets such as MIP TV, MIPCOM, Series Mania, Annecy MIFA, Cannes Film Festival and the Berlinale. Visit Media-Stands.eu for information on how to access preferential rates through MEDIA stands for upcoming markets.

Creative Europe also directly supported special interest and thematic markets such as CARTOON Forum, IDFA Documentary Forum and the Berlinale Co-Production Market. Creative Europe also supported database and online tools such as Cineuropa and Cinando.

‘Over the years we have regularly attended Berlinale and Marché du Film Cannes among others as it’s incredibly important to connect with your peers in the industry. Being in the EU and able to avail of MEDIA-led networks and markets is not something to take for granted - we have made invaluable partnerships and friendships over the years through these events.’

Sarah Gunne, Treasure Entertainment

AUDIENCE DEVELOPMENT

One of the priorities of the Creative Europe Programme was to promote audience development and increase access to European audiovisual works. Support was available for projects to promote Film Literacy, Film Education and Audience Development events.

In 2014, Fís na Mílaoise Teo received **€59,960** for 'North by Northwest – Films on the Fringe.' With partners in Finland, Iceland, Scotland and Norway this Irish-led project was designed to bring the best of European cinema to remote regions in these territories.

The Irish Film Institute were a minority partner in the European Framework for Film Education Project with British Film Institute Royal Charter which were awarded support under the Film Literacy strand.



'The IFI was delighted to participate in the Framework for Film Education Project, initiated by BFI in 2015. This was a real chance to learn from longer established film education programmes, but also to engage with the deeper questions concerning film and film culture, and its place within our respective societies and education sectors. It is through these shared projects that we can progress our own ideas within the much broader context of wider Europe.'

Alicia McGivern, Head of Education,
Irish Film Institute

CO-PRODUCTION FUNDS

Creative Europe supported organisations that helped European and international co-production partners to meet or provide them with access to international co-production funds. Supported beneficiaries

were Torino Film Lab World Production & Distribution Fund, World Cinema Fund Europe, IDFA Bertha Fund Europe, HBF+ Europe, ACM Distribution.



EXHIBITION

EUROPA CINEMAS

Supported by the MEDIA Programme, Europa Cinemas is a film theatre network whose objective is to provide operational and financial support to cinemas that screen a significant number of European non-national films.

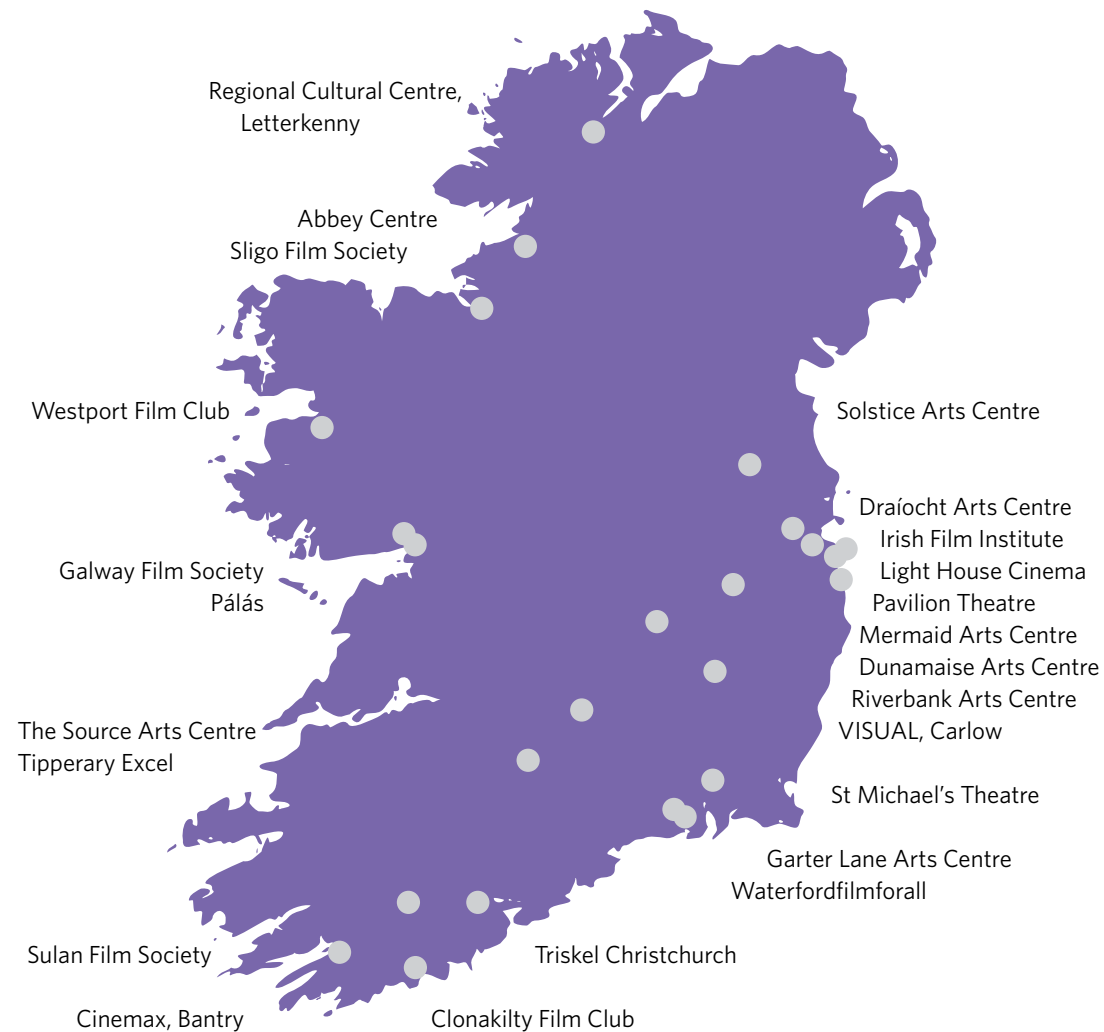
There are 25 cinemas and film clubs aligned to the Europa Cinemas network including the Irish Film Institute, Lighthouse Cinema, Palás Cinema, Triskel Arts Centre, and 21 access>CINEMA members.

'In 2004, access>CINEMA became the first mini-network of part-time venues showing cultural cinema to be accepted as a member of Europa Cinemas. The support received from Europa Cinemas is crucial in allowing part-time cinema exhibitors to develop and extend the programming of European cinema in their localities.'

Maeve Cooke, Director,
access>CINEMA



EUROPA CINEMAS IRELAND



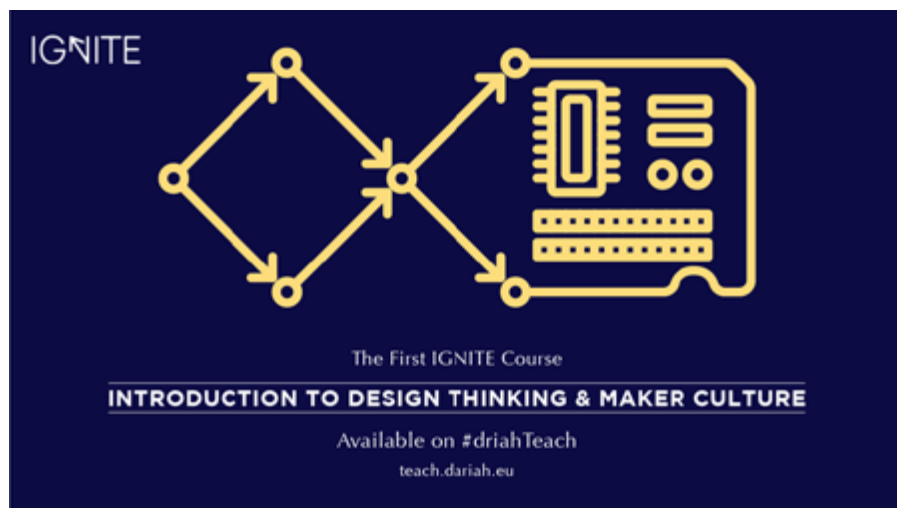
CROSS SECTORAL STRAND

The Cross sectoral strand of the Creative Europe programme, in addition to establishing a Guarantee Facility for the cultural and creative sectors, included a number of Transnational policy co-operation activities designed to support the exchange of experiences and know-how relating to new business and management models.

In 2017, the European Commission launched a €1.5 million experimental call for proposals to design innovative interdisciplinary modules for Master degrees, combining arts and ICT with entrepreneurial skills and business exposure.

In 2018, Maynooth University received **€399,294** for its IGNITE Design Thinking & Making in the Arts & Science. IGNITE unites academic institutions and creative industry partners from three countries to create an open-source, online course to be delivered via the #dariahTeach platform.

From April 2018 to July 2020, the IGNITE project developed a 20 ECTS course entitled 'Design Thinking & Making in the Arts and Sciences', divided into 5 ECTS units which can be taken together or independently to be taught within Masters programmes at Aarhus (Denmark) and Maastricht (The Netherlands) Universities.



NEW PROGRAMME

CREATIVE EUROPE 2021-2027

The new Creative Europe programme will run from 2021-2027. The new Creative Europe programme recognises that Europe's rich cultural heritage and dynamic cultural and creative sectors contribute to European identity and Europe's future. The cultural and creative sectors strongly shape daily life of the Union's citizens and fully contribute to the Union's economies, generating jobs and growth, whilst promoting European excellence on the world stage.



The budget for the period has increased to approximately €2.5 billion for 2021-2027 reflecting the European Union's recognition of their essential role in the Union.

For many years European support to culture and the audiovisual sectors has been provided through various funding programmes and most recently through the Creative Europe programme 2014-2020. The new Creative Europe builds upon this experience and sets out to continue its success. Via a reinforced budget, Creative Europe will further strengthen the competitiveness of the cultural and creative sectors at the European and global level.

The overarching objectives of the Programme have been renewed so as to safeguard, develop and promote European cooperation on cultural and linguistic diversity and heritage, to preserve cultural heritage as well as to increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual industry.

The structure of the Programme will cover three strands:

- ▶ **MEDIA** covers the audiovisual sector.
- ▶ **CULTURE** covers cultural and creative sectors.
- ▶ **CROSS SECTORAL** strand covers activities across all cultural and creative sectors and includes for the first time dedicated support to news media.

Orla Clancy

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Fís Éireann
Screen Ireland



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