Creative Europe 2021-2027
The EU programme supporting cultural and creative sectors.
PUSH BOUNDARIES

With a 50% budget increase compared to its predecessor programme (2014-2020), Creative Europe will invest in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. Its novelties will contribute to the recovery of these sectors, reinforcing their efforts to become more digital, greener, more resilient and more inclusive.

CREATIVE EUROPE HAS TWO MAIN OBJECTIVES:

1. To safeguard, develop and promote European cultural and linguistic diversity and heritage.

2. To increase the competitiveness and economic potential of the cultural and creative sectors, in particular the audio-visual sector.

MORE SPECIFICALLY, IT AIMS TO:

- Enhance artistic and cultural cooperation at European level; support the creation of European works; strengthen the economic, social and external dimension of Europe’s cultural and creative sectors; favour innovation and mobility.

- Encourage cooperation on innovation, sustainability and competitiveness.

- Promote cross-sectoral innovative and collaborative actions as well as diverse, independent and pluralistic media environment/media literacy, thereby fostering freedom of artistic expression, intercultural dialogue and social inclusion.

IN ADDITION:

Creative Europe promotes efforts and best practices that contribute to the achievement of key European Commission priorities such as the Green Deal, inclusiveness and gender balance.
CREATIVE EUROPE IS DIVIDED INTO THREE STRANDS:

**CULTURE**
covering all cultural and creative sectors (with the exception of the audio-visual and film sectors)

**MEDIA**
covering the audio-visual and film sectors

**CROSS-SECTORAL**
facilitating collaboration across creative sectors and covering the news media sector

THE TOTAL BUDGET FOR CREATIVE EUROPE (2021-2027) IS ESTIMATED AT €2.44 BILLION

33% 58% 9%

CULTURE

The CULTURE strand consists of the following actions:

- Horizontal actions covering all cultural and creative sectors: support to cultural cooperation projects, networks of professional organisations, platforms for the promotion of European artists and works, individual mobility scheme.
- Sector-specific support to complement horizontal actions in music, book & publishing, cultural heritage and architecture as well as other sectors.
- Special actions to reward and promote excellence and creativity such as the awards for literature, music, architecture and cultural heritage, European Capitals of Culture, and the European Heritage Label.

The main novelties of the CULTURE strand include:

- Stronger emphasis on European transnational creation, circulation of works, and innovation in the culture and creative sectors.
- Easier access to Creative Europe funding through higher co-financing rates.
- A tailor-made mobility scheme for artists and professionals.
- Actions targeting sector-specific needs in music, literature, architecture, cultural heritage, design, fashion and cultural tourism.

1 The Creative Europe programme budget is made of €1.842 billion in current prices as part of the new MFF (2021-2027) and an additional top-up of €0.6 billion in 2018 prices.
MEDIA

The MEDIA strand will focus on:

- Encouraging cooperation both across the value chain and at EU level in order to scale up audio-visual enterprises and European content globally.
- Nurturing talents, wherever they come from, and broadening participation and collaboration across countries.
- Supporting the use of new technologies to ensure the full exploitation of the digital transformation.
- Fostering the greening of the industry and including societal objectives such as gender balance and diversity.

The MEDIA supporting actions are divided into four thematic clusters:

- **Content**: encouraging collaboration and innovation in the creation and production of high-quality works.
- **Business**: promoting business innovation, competitiveness, scalability and talents to strengthen Europe’s industry vis-à-vis global competitors.
- **Audience**: strengthening the accessibility and visibility of works for their potential audiences, through distribution channels and audience development initiatives.
- **Policy**: supporting policy discussion/exchange fora, studies and reports. Promoting awareness-raising activities.

CROSS-SECTORAL

The CROSS-SECTORAL strand will address:

- Common challenges and opportunities for the cultural and creative sectors.
- For the first time, actions to support the news media sector by promoting media literacy, pluralism and media freedom.

The CROSS-SECTORAL strand’s supporting actions will focus on:

- **Transnational policy cooperation**: promoting knowledge of the programme and supporting the transferability of results.
- **Creative Innovation Labs**: promoting innovative approaches to content creation, access, distribution and promotion across cultural and creative sectors.
- **News media**: supporting media literacy, quality journalism, media freedom and pluralism.
WANT TO KNOW MORE?

- The Creative Europe website to explore all the opportunities it offers, and the results platform to know more about funded projects.
- The European Commission and the European Education and Culture Executive Agency manage and implement the programme.
- Creative Europe Desks in participating countries provide information on the programme, facilitate cooperation with organisations in other countries and help applicants develop their project.

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