

Creative Europe  
2021-2027

**PUSH  
BOUNDARIES**





# Creative Europe 2021-2027

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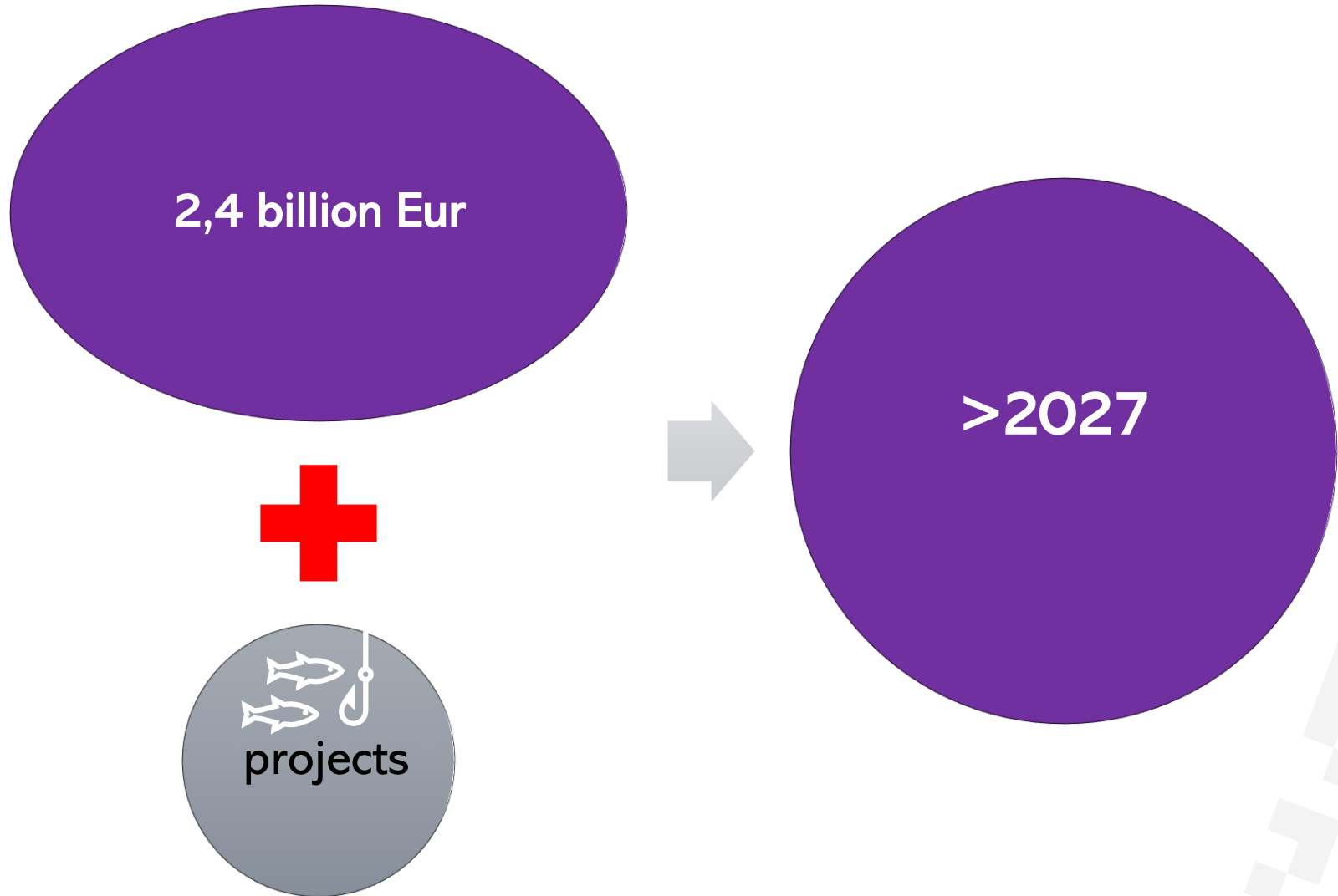


## **The general objectives of the Programme are:**

- to safeguard, develop and promote European cultural and linguistic diversity and heritage;
  - to increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual sector.
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# Creative Europe 2021-2027

2021



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0.88998

# 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<sup>1</sup>**

33%

58%

9%



# CREATIVE EUROPE STRANDS

2021-20207

## CULTURE

- Simplified access to the cooperation scheme, increased budget for the platform scheme, mobility grants to artists and professionals, sectoral approach complementing horizontal instruments as well as the projection of an international dimension.

## MEDIA

- Focus on increasing cooperation at EU level, support to co-productions, structured networks, partnerships, scaling up audiovisual enterprises, enhancing the competitiveness of European audiovisual production at European and global levels. Accompanying the growth in crossborder audiences for high quality TV series, opportunities for virtual reality experiences. A study on media market trends will be undertaken every two years.

## CROSS-SECTORIAL

- New objectives. The strand now comprises support for Policy Cooperation and outreach; the launch of a Creative Innovation Lab to support cross-sectoral innovation ; cross cutting activities supporting the news media sector. Catering for the Creative Europe Desks. The support to the Cultural and Creative Sectors Guarantee Facility market instrument has been integrated within the new InvestEU Programme.

- to support **cross-sectoral transnational policy cooperation** including on promoting the role of culture for social inclusion and on artistic freedom and promote the visibility of the Programme and support the transferability of results;





- to encourage **innovative approaches** to content creation, access, distribution, and promotion across cultural and creative sectors and with other sectors, including by taking into account the digital transition, covering both market and non-market dimensions;



- to promote cross-sectoral activities aiming at adjusting to the structural and technological changes faced by the **media sector**, including enhancing a free, diverse, and pluralistic media environment, quality journalism and media literacy, including in the digital environment;



- to support the establishment and activities of **Programme Desks** in participating countries and to stimulate cross-border cooperation and the exchange of best practices within the cultural and creative sectors.



# All funded projects:

<http://ec.europa.eu/programmes/creative-europe/projects>



## CREATIVE EUROPE

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# CREATIVE EUROPE PROJECT RESULTS

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# Creative Europe 2021-2027

# PUSH BOUNDARIES





Music  
moves  
Europe

The background is a vibrant purple with various geometric elements. On the left, a circular metallic ring with a reflective sphere inside is positioned. Below it, a horizontal bar with a pink-to-purple gradient is visible. In the center, a large, faint play button icon is present. On the right, a series of parallel, slanted lines create a sense of depth and movement. The overall aesthetic is modern and dynamic.

A yellow trapezoidal graphic that tapers from left to right, serving as a background for the text.

i-Portunus



# "Perform Europe" in a nutshell

What is happening between the start of 2021 and summer 2022? In a nutshell:

- 1 Research on the needs of the sector,
- 2 Launch of the Perform Europe Digital Platform and call for applications,
- 3 Networking and creation of touring partnerships on the Digital Platform,
- 4 Awarding of grants to selected partnerships,
- 5 Touring – both physical and virtual,
- 6 And finally, release of conclusions on how such a support scheme can become part of Creative Europe 2021-2027.

Want to be part of it? Find out more about the current stage of the project and the opportunities it will provide ↓

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### YEARLY EUROPEAN PRIZES:

- HERITAGE
- LITERATURE
- ARCHITECTURE
- MUSIC

### INITIATIVES:

- EUROPEAN CAPITAL OF CULTURE
  - EUROPEAN HERITAGE LABEL
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#AČIŪ 😊 #THANK YOU #MERCİ

## PLEASE CONTACT

→ [file:///C:/Users/User/Downloads/creative-europe-2021-work-programme-c2021-3563\\_WP.pdf](file:///C:/Users/User/Downloads/creative-europe-2021-work-programme-c2021-3563_WP.pdf)

→ [ec.europa.eu/culture/creative-europe/index\\_en.htm](http://ec.europa.eu/culture/creative-europe/index_en.htm)

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