



European
Commission

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**.

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

2

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 BILLION¹

33%

58%

9%



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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:

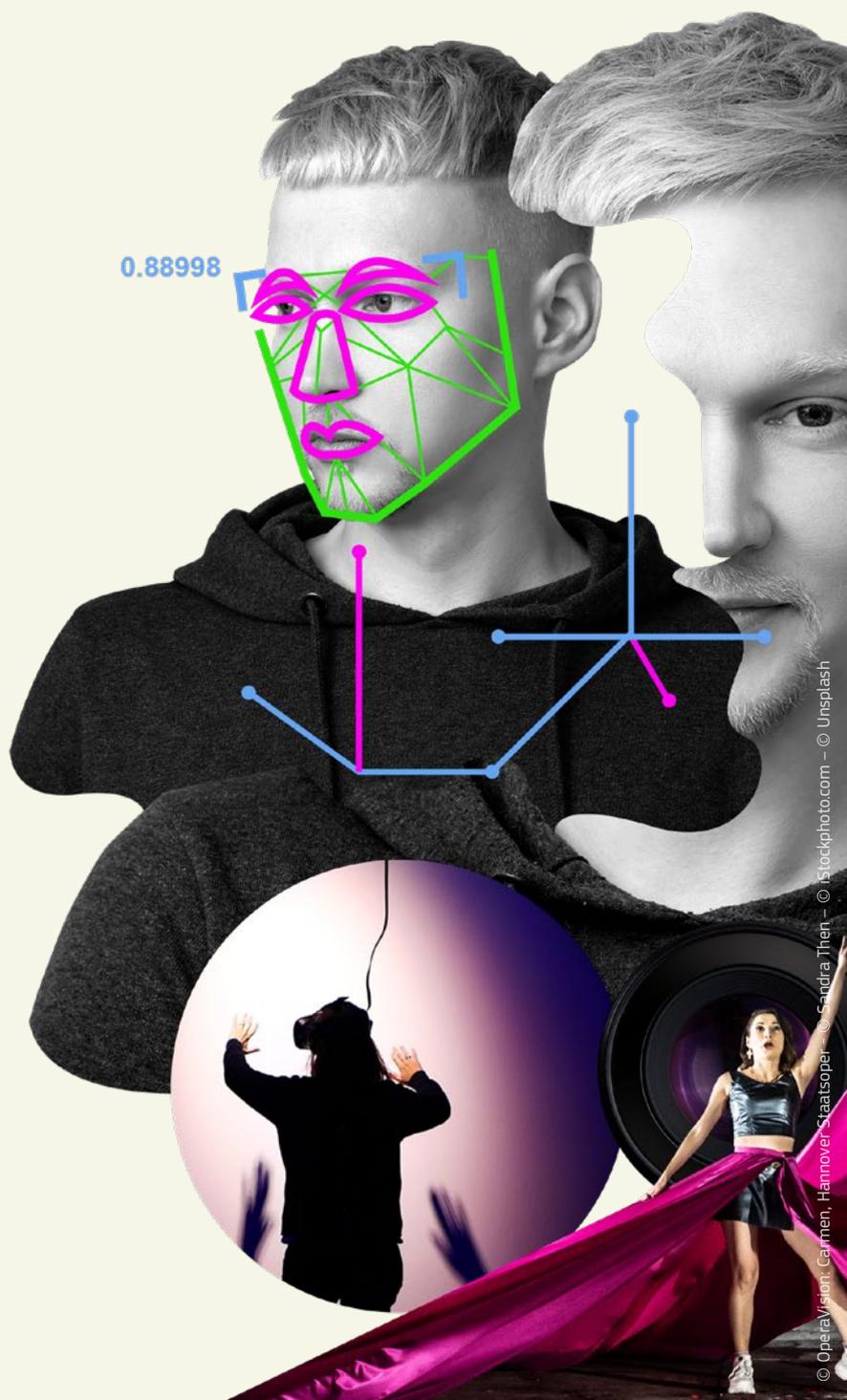
- **Transnational policy cooperation**: promoting knowledge of the programme and supporting the transferability of results.
- **Creative Innovation Labs**: promoting innovative approaches to content creation, access, distribution and promotion across cultural and creative sectors.
- **News media**: supporting 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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