

EU MFF 2021-2027 proposal for Culture & Creative Industries Opportunities for Third Countries



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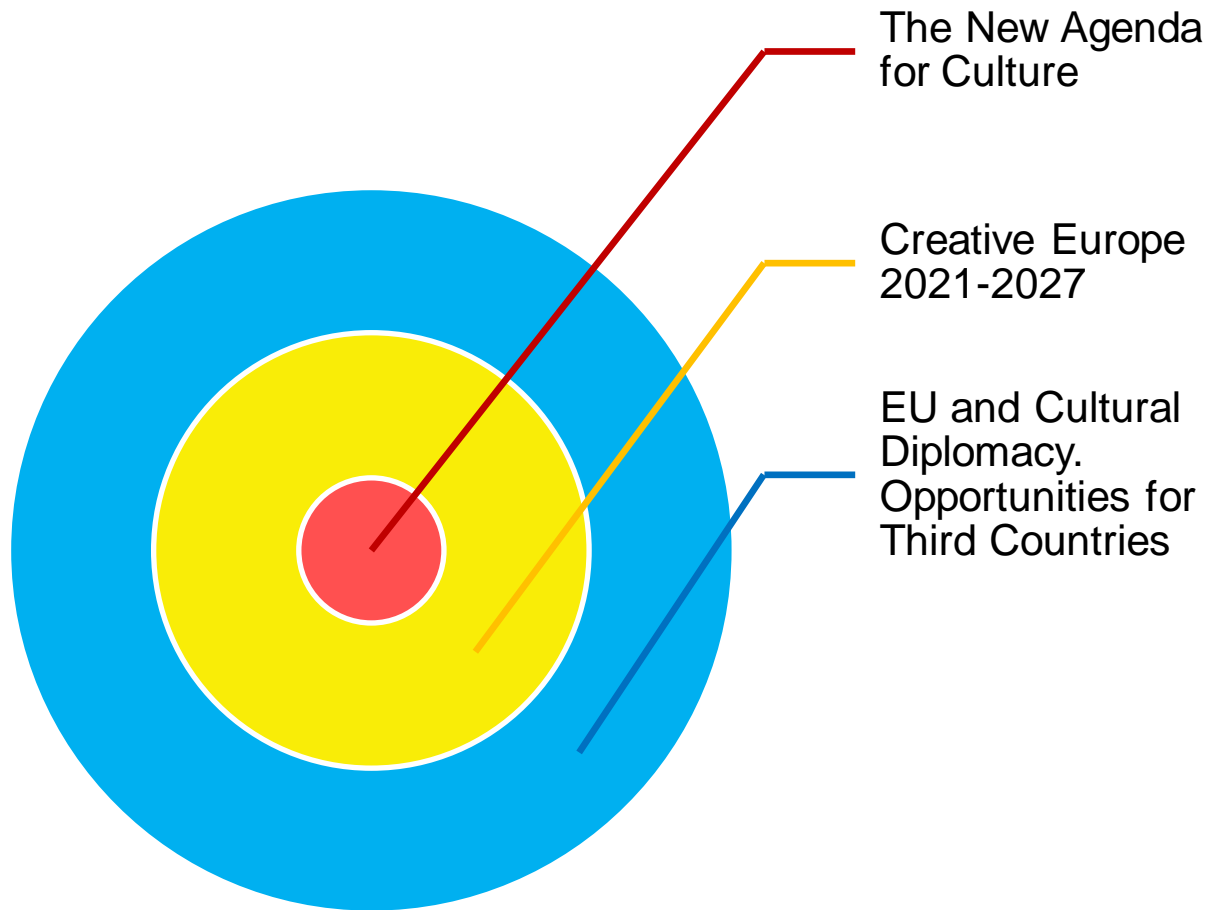
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Today's objectives



Outline

- ❖ **17:00 to 17:15:** EU New Agenda for Culture and the Creative Europe 2021-2027 proposal
- ❖ **17:15 to 17:30:** Cultural Diplomacy and the Global Agenda: Opportunities for creative entrepreneurs, cultural NGOs and Third Countries in the New Creative Europe framework
- ❖ **17:30 to 17:45:** Interactive Discussion and Wrap up

Culture in the EU - more than a 'soft power'

by Economía Creativa



Culture and Creative Industries represents 4.2% of EU GDP



8.4 millions of Europeans are employed on the culture and creative sectors

Own elaboration



7 out of 10 European takes pride on Europe's cultural heritage



There is an EUR 8,7 billion trade surplus on cultural goods



Culture and creativity are key for urban and rural sustainable development and tourism

New Agenda for Culture: Objectives/dimensions



Social

- A new artists' mobility scheme under Creative Europe
- Social inclusion through culture, including for refugees and migrants
- A project to develop cultural and creative spaces in cities across Europe
- Research on cultural cross-overs including health and well-being impacts



Economic

- Promotion of arts education, including an assessment by the Organisation for Economic Co-operation and Development of creative and critical thinking skills
- Master's modules in creativity for interested universities
- Dialogues with cultural and creative sectors
- Role of creativity on 'classical' sectors



External

- Strengthen international cultural relations, fostering sustainable development and peace
- Enhanced support for culture in the Western Balkans, Eastern Partnership and African Caribbean & Pacific countries
- Launch of European Houses of Culture in partner countries



Heritage

- Two new Action Plans: on the policy legacy of **the European Year for Cultural Heritage 2018**, and on combating illicit trade in cultural goods
- In future EU programmes including cohesion policy, development of quality principles for restoration and conservation of cultural heritage



#Digital for Culture

- The creation of heritage digitisation centres across the EU
- A new EU Film Week to make European films available to schools across Europe
- A new pan-European network of Digital Creative Hubs
- Mentoring schemes for audiovisual professionals, particularly women

Own elaboration

Objective 1: Social dimension - harnessing the power of culture and cultural diversity for social cohesion and well-being

- ✓ **Cultural capability** of all Europeans by making available a wide range of cultural activities and providing opportunities to participate actively
- ✓ Encourage the **mobility** of professionals in the cultural and creative sectors
- ✓ Protect and promote Europe's **cultural heritage** as a shared resource, to raise awareness of our common history and values and reinforce a sense of common European identity Cultural
- ✓ Increase cultural participation **#audiencedevelopment**
- ✓ Synergies between **culture and education** and strengthen links between culture and **other policy** areas with particular focus on **digital** shift

Objective 2: Economic dimension – supporting culture-based creativity in education and innovation, and for jobs and growth: specific actions planned

- ✓ Promote **music and the arts in education and training**. Priority theme in Erasmus+ (2019),
- ✓ Promote development of **creativity oriented interdisciplinary modules in higher education institutions**, combining arts, ICT, entrepreneurial and business skills (2018)
- ✓ Continue to **support regions implementing Smart Specialisation and macroregional strategies focused on culture** and promote sustainable **cultural tourism** through a dedicated European initiative in the European Year
- ✓ Support **partnerships between creative professionals and industries** and European incubation networks for creativity-driven innovation integrating creativity, art and design with cutting-edge technology and science
- ✓ Carry out a pilot project fostering **stronger partnerships between cultural and creative sectors, local authorities**, social partners and education and training providers (2018)
- ✓ Explore a European Institute of Innovation and Technology Knowledge and Innovation Community on cultural heritage and creative industries (2019)
- ✓ Organise a **regular dialogue with cultural and creative sectors in the context of the renewed Industrial Policy Strategy**, to identify policy needs and underpin a comprehensive policy framework at EU level

Objective 3: External dimension - Strengthening international cultural relations to help implement the **UN 2030 Agenda for Sustainable Development**

- ✓ Promote the cultural and creative sectors in the **Western Balkans** through strengthened support from **Creative Europe** and envisage using the Instrument for Pre-Accession Assistance to support culture in the Enlargement countries
- ✓ Envisage launching a third phase of the **Eastern Partnership Culture programme**, and **strengthen civil society through culture in Mediterranean countries**
- ✓ Launch a Preparatory Action on **European Houses of Culture** in partner countries
- ✓ Strengthen the dialogue on culture with **China** and launch a new dialogue with **Japan**
- ✓ Implement the 11th European Development Fund Intra-ACP culture programme for **African, Caribbean and Pacific countries** to support job creation, identity building, vocational training, audiovisual cooperation and the implementation of the UNESCO 2005 Convention in these countries
- ✓ Develop strategies for cultural cooperation at regional level, starting with the Western Balkans, the Middle East and North African region and Latin America
- ✓ Add cultural heritage protection to the tasks of Common Security and Defence Policy missions, where appropriate, building on ongoing missions and projects
- ✓ **Support Silk Road Heritage** corridors in **Central Asia, Afghanistan and Iran**

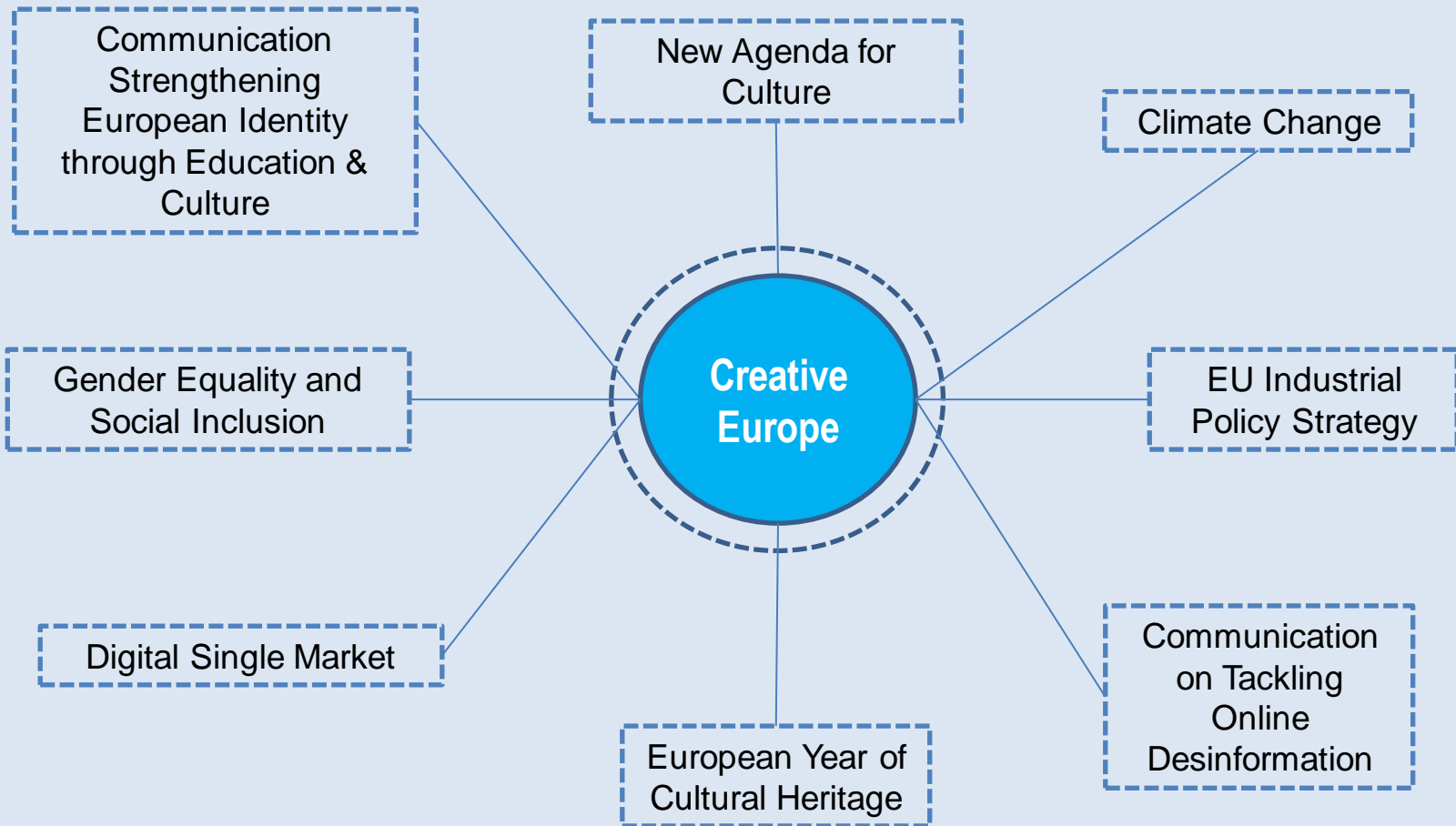
Creative Europe 2021-2027: key figures



Source: A modern Budget for a Union that Protects, Empowers and Defends. The multiannual Financial Framework 2021-2027. Proposal for a Regulation establishing 'Erasmus': the Union programme for education, training, youth and sport.



Creative Europe 2021-2027: Policy context



Own elaboration

Creative Europe 2021-2027: key priorities



Cross border cooperation & mobility

- culture for development
- Increase mobility of artists and professionals
- More support to EU networks



Digital transformation

- Storytelling, virtual reality,
- VoD platform
- Digital Skills



Cross sectoral perspective

- Role of creative and cultural sector on harnessing innovation in industry and other policy areas



Audience Development

- MEDIA programmes linked to audience performance
- Focus on reaching wider audiences and hard to reach people
- Promoting European works across the EU and beyond

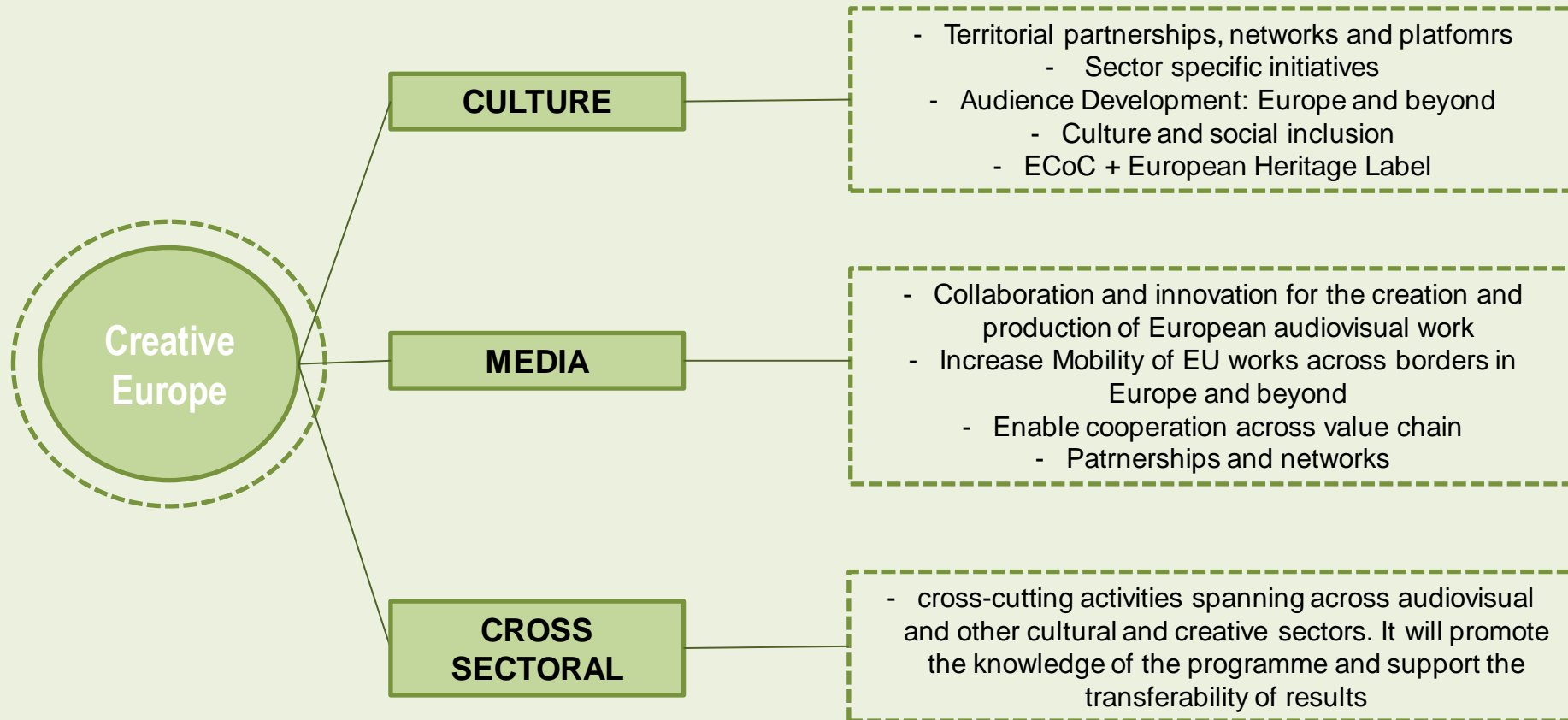
Own elaboration

keep learning.

Culture and Education

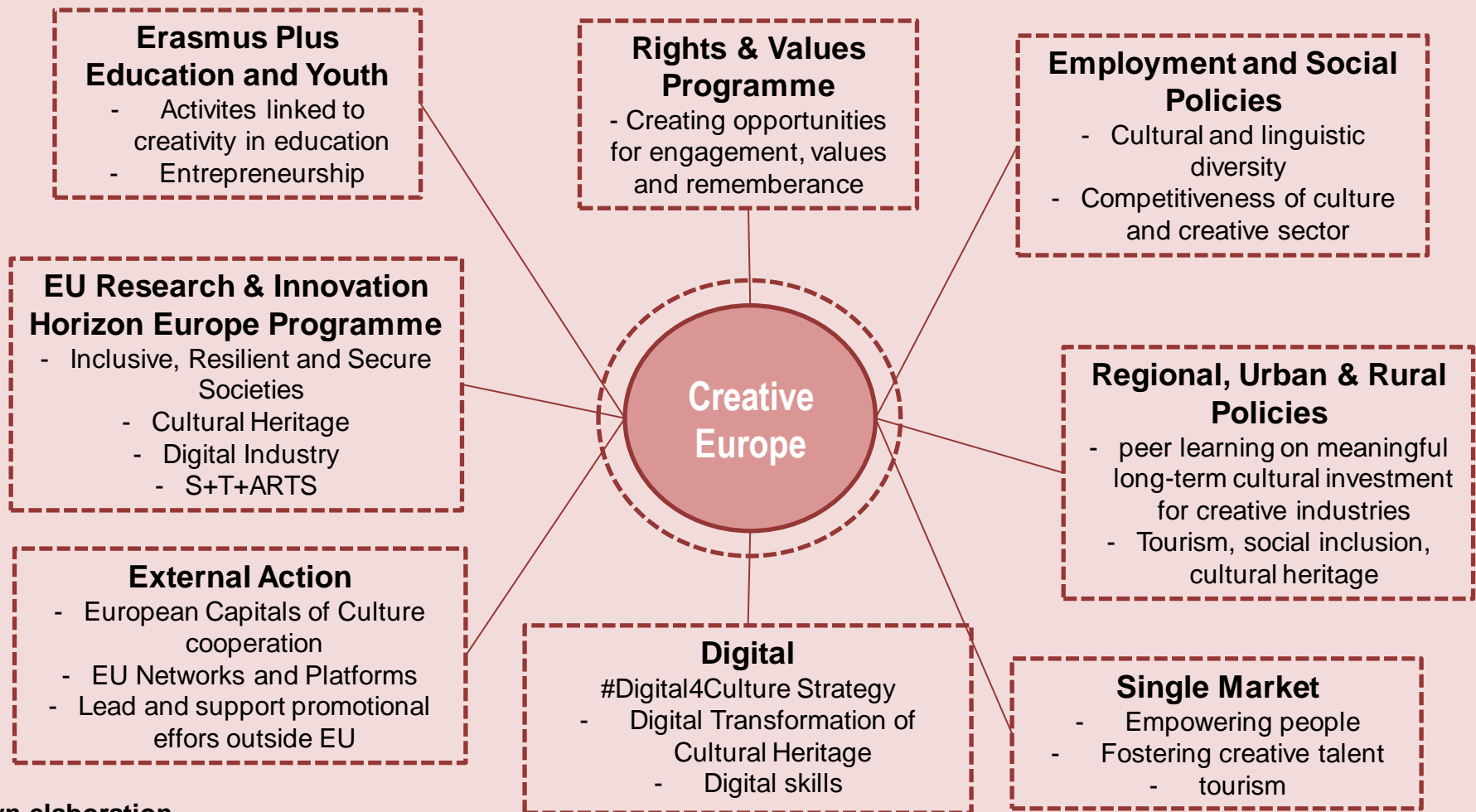
- Higher education interdisciplinary modules on creativity
- Capability building for art & creatives
- Life-long-learning

Creative Europe 2021-2027: key priorities for funding projects



Own elaboration

Creative Europe 2021-2027: synergies with other EU programmes



Own elaboration

Creative Europe 2021-2027: what's new!

- Greater flexibility, effectiveness and efficiency on guidelines and application and evaluation process
- **Exchange of learning** during the implementation of projects and the **dissemination** of results of this learning will be further enhanced
- **MEDIA** will introduce incentives to reward results, related in particular to the capacity of reaching out to large **audiences** (e.g., audiovisual projects that achieve good box office results);
- The future music sectorial actions, as well as the translation scheme will include award criteria rewarding market success and efforts to reach **audiences**;
- Effective transitions arrangements will be designed to facilitate the association to the new programme of the **third countries** which were previously associated to Creative Europe 2014/2020;
- Greater clarity will be provided within its guidelines, and processes and procedures will involve systematic use of e-forms and e-reports and lighter reporting requirements

Creative Europe 2021-2027: Eligible countries, apart from EU Member States

The table below gives an indication of non-EU countries that fulfil these conditions. Please refer to the guidelines for the different calls for further details and timetables.

Country	Organisations eligible to apply in the Culture Sub-programme?	Organisations eligible to apply in the MEDIA Sub-programme?
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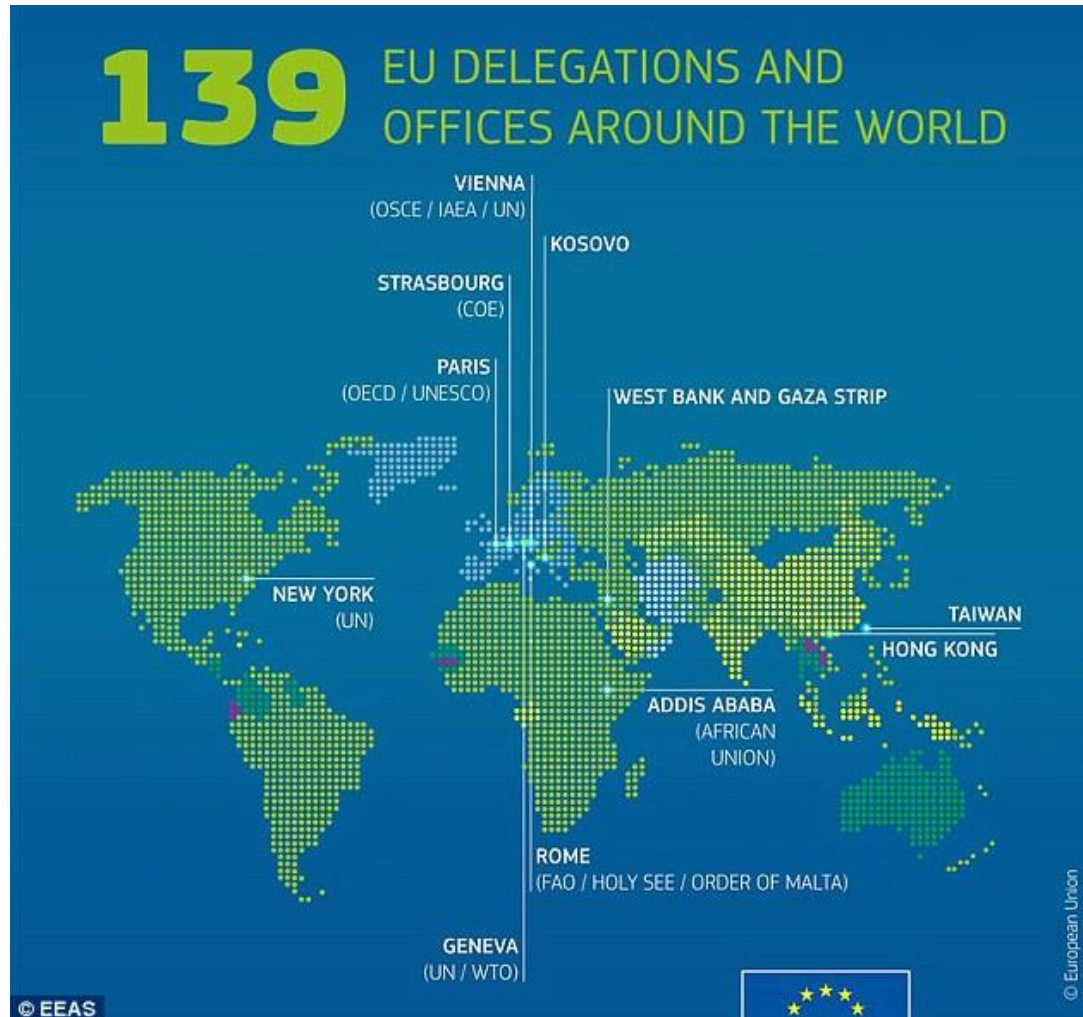
Countries that fully participate in the Creative Europe Programme

Iceland	Yes	Yes
Norway	Yes	Yes
Albania	Yes	Yes
Bosnia and Herzegovina	Yes	Yes
Former Yugoslav Republic of Macedonia	Yes	Yes
Montenegro	Yes	Yes
Republic of Serbia	Yes	Yes

ENP Countries that participate in the Creative Europe Programme

Georgia	Yes	Partially ¹
Moldova	Yes	Partially ¹
Ukraine	Yes	Partially ¹
Tunisia ²	Yes	Partially ¹
Armenia	Yes	NO
Kosovo	Yes	NO

EU Delegations as key contact points for EU Cultural diplomacy and culture for development projects



EU strategy for international cultural relations. Opportunities for Third Countries

- ❖ **Increase economic revenues from creative industries:** The 11th EDF Intra-ACP programme
- ❖ **Networking, Creative hubs and clusters:** in the global cultural industries, co-creation is the way forward □ The Asia-Europe Foundation³⁷ is co-funded by the EU and supports. **Culture for Diplomacy Platform**
- ❖ **Entrepreneurship and skills development:** the **European Training Foundation** will continue working on skills development for cultural and creative industries.
- ❖ **Support to European Small and Medium Enterprises (SMEs):** coaching, and logistical and financial support.
- ❖ **Culture role on sustainable development, ie. creative territories, cultural tourism. Culture and Cities Monitor knowledge exchange.**
 - **Innovative partnerships:** funded under the **Development Cooperation Instrument** (DCI), this initiative with local authorities has a special focus on least developed countries including fragile democratic contexts or countries where cultural rights are threatened. Another project under the Multiannual indicative programme for Latin America aims to develop the role of culture and the arts in support of social cohesion in Latin American cities
 - **Share Capitals of Culture: Urban strategies in historic towns:** funded under the European Neighbourhood Instrument (ENI), the EU supports municipalities in developing urban strategies for the rehabilitation of **historic towns**.

Thank you for your attention!



building the
#CreativeSociety

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