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"Creative Europe" Programme fully operational in 2014

The Council adopted today the regulation establishing the "Creative Europe" Programme for the period 2014-2020 ([PE-CONS 77/13](#)), which brings together in a single programme the three current independent programmes: CULTURE, MEDIA and MEDIA MUNDUS.

It has a budget of €1.46 billion¹, and a two-fold objective: promoting cultural and linguistic diversity and enhancing the competitiveness of the cultural, audiovisual and creative sectors, taking into account in particular the challenges created by globalisation and digital technologies. It comprises two sub-programmes: CULTURE and MEDIA, as well as a cross-sectoral strand, which includes a financial instrument for the cultural and creative sectors², and transnational policy cooperation

The new programme will provide EU support to non-profit organisations (mostly beneficiaries of the CULTURE programme) and to commercial enterprises (mostly beneficiaries of the MEDIA programme), aiming to encourage cooperation and the circulation of creative and cultural products both within the EU and with third countries, thus integrating international aspects of audiovisual cooperation from the MEDIA MUNDUS programme.

¹ Allocated as follows:

- minimum **56%** for the MEDIA sub-programme;
- minimum **31%** for the CULTURE sub-programme;
- a maximum of **13%** for the cross-sectoral strand, with at least 4% being allocated for the transnational cooperation measures.

² The Guarantee Facility - managed by the European Investment Fund and operational as of 2016 - aimed at strengthening the financial capacity of the small and medium-sized enterprises active in cultural and creative sectors, providing them with easier access to bank loans.

P R E S S

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Creative Europe will also support initiatives such as European Capitals of Culture, European Heritage Label, the European Heritage Days and five European Union prizes³.

The cultural and creative sectors represent up to 4.5% of EU GDP and nearly 4% of employment (8.5 million jobs and many more if account is taken of their impact on other sectors). Europe is the world leader in exports of creative industry products. Therefore, the new Programme also contributes to achieve the goals of Europe 2020 strategy for growth and jobs, thus supporting the EU's efforts to overcome one of the most difficult economic periods in its history.

Background

The Commission presented its proposal in November 2011 ([17186/11](#)). At the Council (Education, Youth, Culture and Sport) in May and November 2012, ministers reached preliminary agreements (general approaches) on the proposal (respectively [9097/12](#) and [16155/12](#)), with the exception of the provisions with budgetary implications, pending negotiations with the European Parliament on the MFF. The European parliament's competent committee (CULT) voted amendments to the proposal in December 2012.

On this basis, and following a number of informal meetings (trilogues) starting in March this year, the Council (represented by the Irish Presidency), the Commission and the European Parliament reached an informal agreement on the proposal (budgetary provisions excepted) at the end of June. The Lithuanian Presidency took charge of the final arrangements (including budgetary provisions) that allowed for the formal adoption of the proposal today, following the European Parliament adoption of the proposal at its plenary session of 19 November.

See also:

- Creative Europe leaflet (http://ec.europa.eu/dgs/education_culture/promo/creative-europe/pub/view/creative-europe-leaflet_en.pdf)
- Commission communication: Promoting cultural and creative sectors for growth and jobs in the EU (<http://ec.europa.eu/culture/our-policy-development/documents/communication-sept2012.pdf>)
- European Creative Industries Alliance (http://ec.europa.eu/enterprise/index_en.htm)

³ EU Prize for Cultural Heritage/Europa Nostra Awards, EU Prize for Contemporary Architecture, EU Prize for Literature, European Border Breakers Awards (music), and EU Prix MEDIA (cinema).