

Who would benefit from Creative Europe?

- 300 000 artists and cultural professionals and their work receive funding to reach new audiences beyond their home countries.
- More than 1 000 European films would receive distribution support, enabling them to be seen by audiences throughout Europe and beyond, on traditional and digital platforms.
- Thousands of cultural organisations and professionals from Europe would benefit from training to gain new skills and to strengthen their capacity to operate internationally.
- 2 500 European cinemas would receive support enabling them to ensure that at least 50% of the films they show are European.
- More than 5 500 books and other literary works will receive support for translation, which will allow readers to enjoy them in their mother tongue.
- Millions of citizens would be reached through projects financed by the programme.



Creative Europe contributes to **Europe 2020**, the EU's strategy for jobs and growth.

The new programme will be **easily accessible** for cultural and creative professionals.

Next step: This proposal is now under discussion by the Council (27 Member States) and the European Parliament who will take the final decision.

More information

- **Europe 2020**
<http://ec.europa.eu/europe2020>
- **Education and Culture**
http://ec.europa.eu/dgs/education_culture



The European Commission proposal for a new EU programme for the cultural and creative sector, 2014-2020

Creative Europe

Investing in Europe's cultural and creative sector



Why Creative Europe?

Europe needs to invest more in its cultural and creative sector because it significantly contributes to economic growth, employment, innovation and social cohesion. Creative Europe will safeguard and promote cultural and linguistic diversity and strengthen the competitiveness of the cultural and creative sectors.



'The cultural and creative sectors offer great potential to boost jobs and growth in Europe. EU funding also helps thousands of artists and cultural professionals to reach new audiences. Without this support, it would be difficult or impossible for them to break into new markets.'

Androulla Vassiliou
Commissioner for Education,
Culture, Multilingualism and Youth

Creative Europe

- Helps the cultural and creative sector to seize the opportunities of the **'digital age' and globalisation**
- Enables the sector to reach its potential so that it can contribute to the Europe 2020 goals for **sustainable growth, jobs and social cohesion**.
- Opens up new **international opportunities, markets and audiences**
- Builds on the success of the **MEDIA and Culture programmes**



How Creative Europe would make a difference

- More funding for **artists and cultural professionals** to develop their skills and to work across borders
- More funding for **transnational cultural activities** within and outside of the EU
- **Support** schemes tailored to the specific needs of the audiovisual and the cultural sectors in the EU
- Easier access to **private funding** through guarantees which could generate more than € 1 billion in **loans**
- Increase **banking expertise** in the cultural and creative sectors
- Develop Europe's competitiveness in culture and film while **safeguarding cultural and linguistic diversity**

