



**EU CULTURAL
POLICY**

&

**CREATIVE
EUROPE**

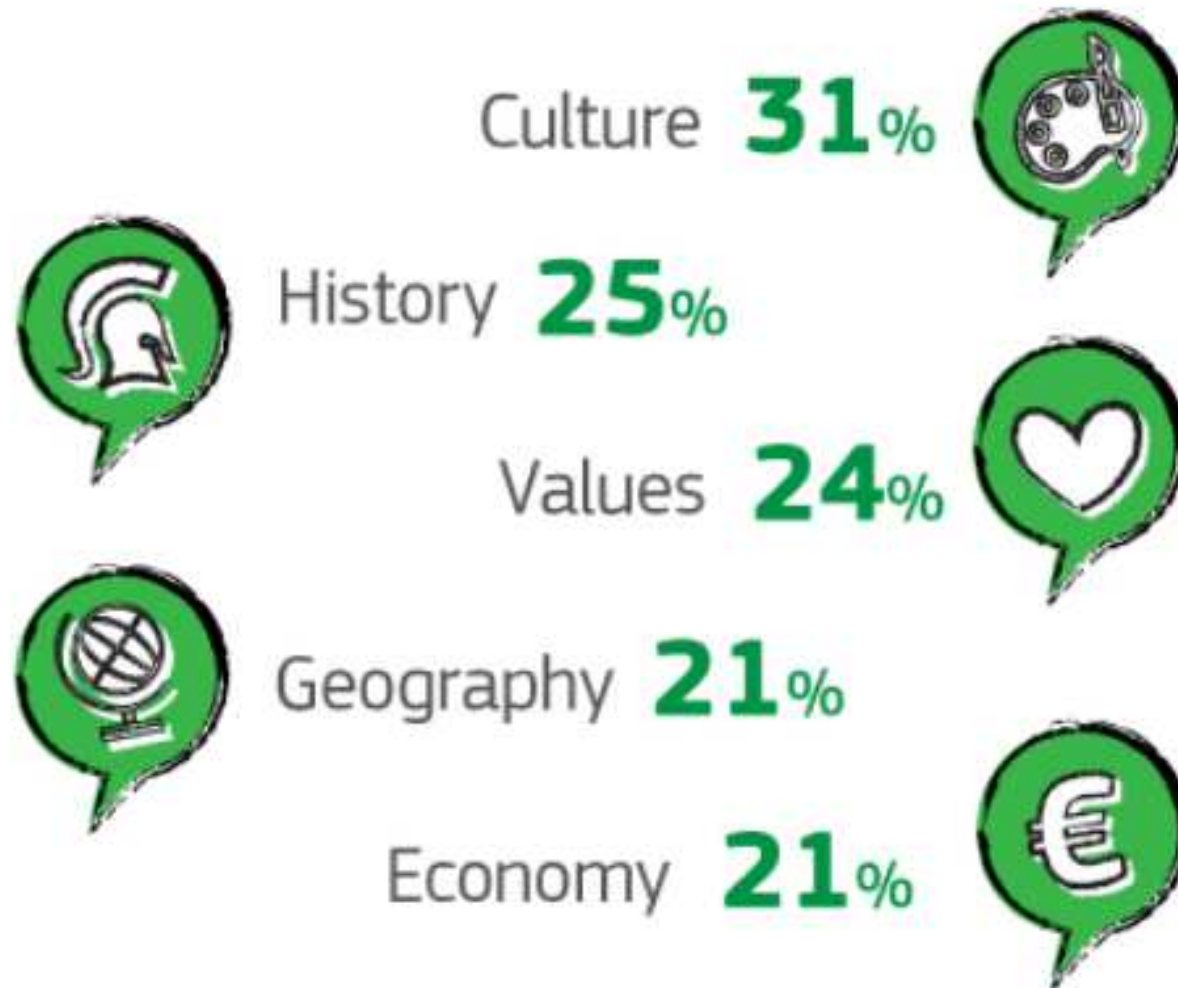
@PAMS Seoul

9 October 2018

**Monica Urian
European Commission**

Culture matters to Europeans...

What creates a feeling
of community among EU citizens?



Source (left): Standard Eurobarometer 87, May 2017

...but participation varies, scope to increase

Which Europeans participate in culture the most/least?

TOP 5

Denmark 85%
Sweden 85%
Finland 84%
Netherlands 84%
Luxembourg 79%

BOTTOM 5

Romania 27%
Bulgaria 29%
Croatia: 37%
Greece: 47%
Italy: 47%

(Percentage of people who went to cinema/live performance/cultural site at least once in the previous 12 months)

Source (right): Eurostat (2015): Cultural participation by cultural activity



European
Commission



NEW AGENDA FOR CULTURE

- 5 dimensions:
 - social
 - economic
 - external
 - cultural heritage
 - digital4culture



European
Commission



EU Strategy for International Cultural Relations

#EUculturalrelations



**INTERCULTURAL
DIALOGUE**



Peace-building

CULTURAL HERITAGE



Entrepreneurship

**ECONOMIC
GROWTH**



Diversity

A low-angle shot of two individuals in bright yellow and red suits performing a high-altitude stunt on a dark, craggy rock face. They are suspended by ropes, and long, flowing yellow and orange ribbons trail behind them, creating large loops in the air. The background is a clear blue sky with some light clouds.

PRINCIPLES

cultural diversity, respect for human rights

mutual respect, inter-cultural dialogue

complementarity, subsidiarity

cross-cutting approach to culture

WHAT IS CREATIVE EUROPE?

Dedicated EU programme for cultural & creative sectors

2014-2020

- 7 years (2014-2020)
- Help safeguard Europe's cultural & linguistic diversity
- Strengthen competitiveness of European cultural & creative sectors



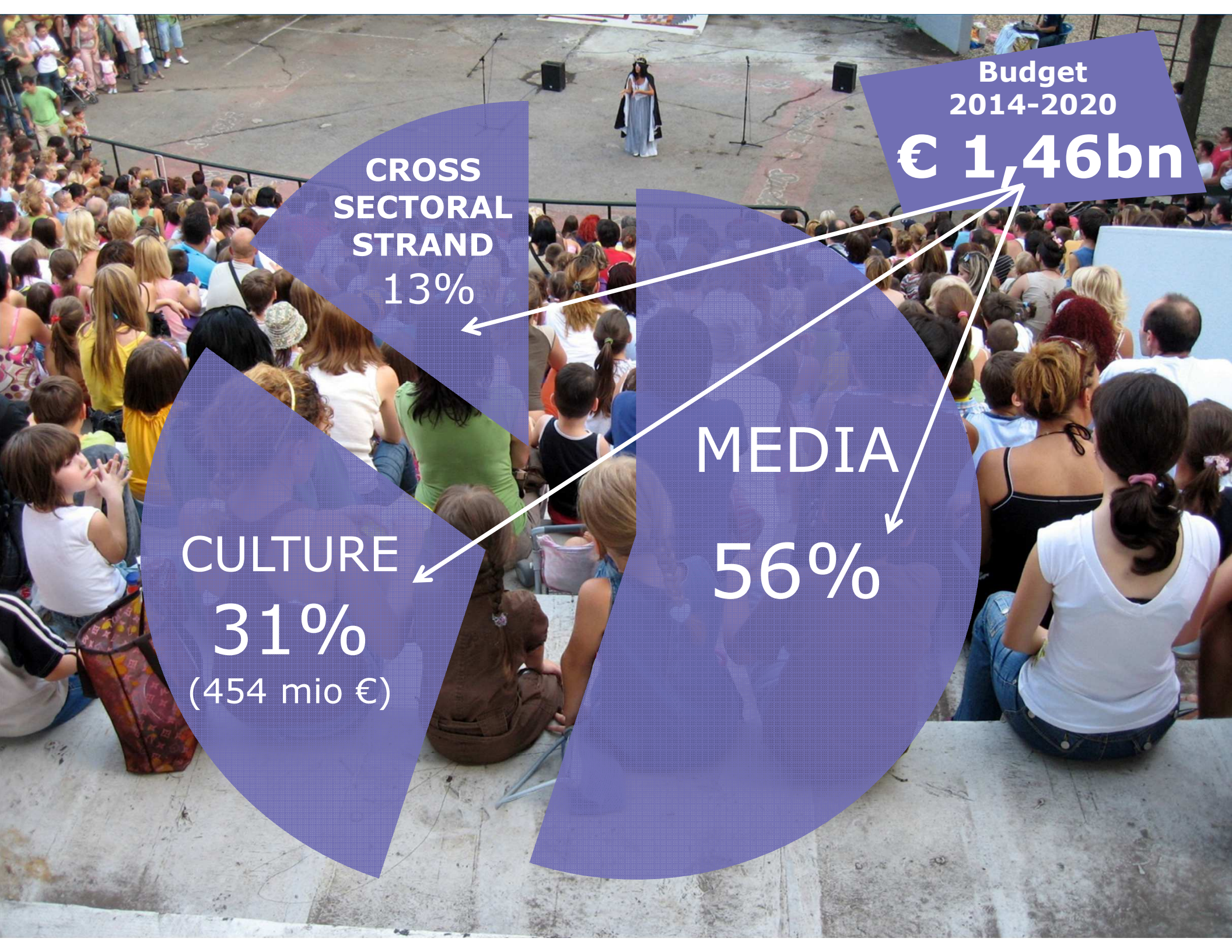
Budget
2014-2020

€ 1,46bn

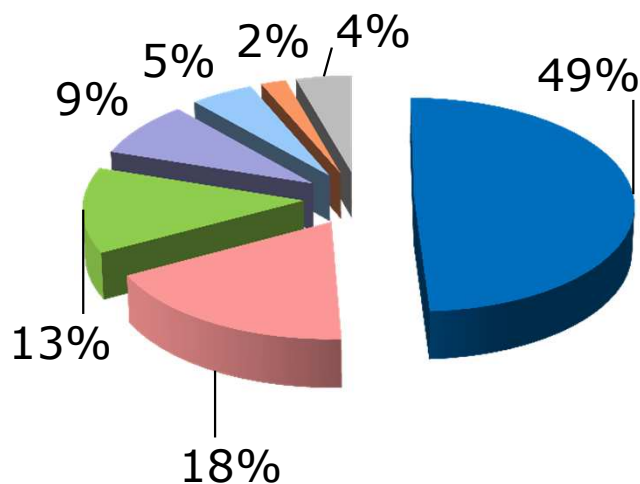
CROSS
SECTORAL
STRAND
13%

MEDIA
56%

CULTURE
31%
(454 mio €)



CREATIVE EUROPE PER SECTOR



- Performing arts
- Cultural heritage
- Visual arts
- Other
- Books and reading
- Architecture
- Design and applied arts

Main Sector	Total	%
Performing arts	244	49%
Cultural heritage	89	18%
Visual arts	64	13%
Other	42	9%
Books and reading	25	5%
Architecture	10	2%
Design and applied arts	22	4%
	496	100%



2014-2020

CULTURE SUB-PROGRAMME

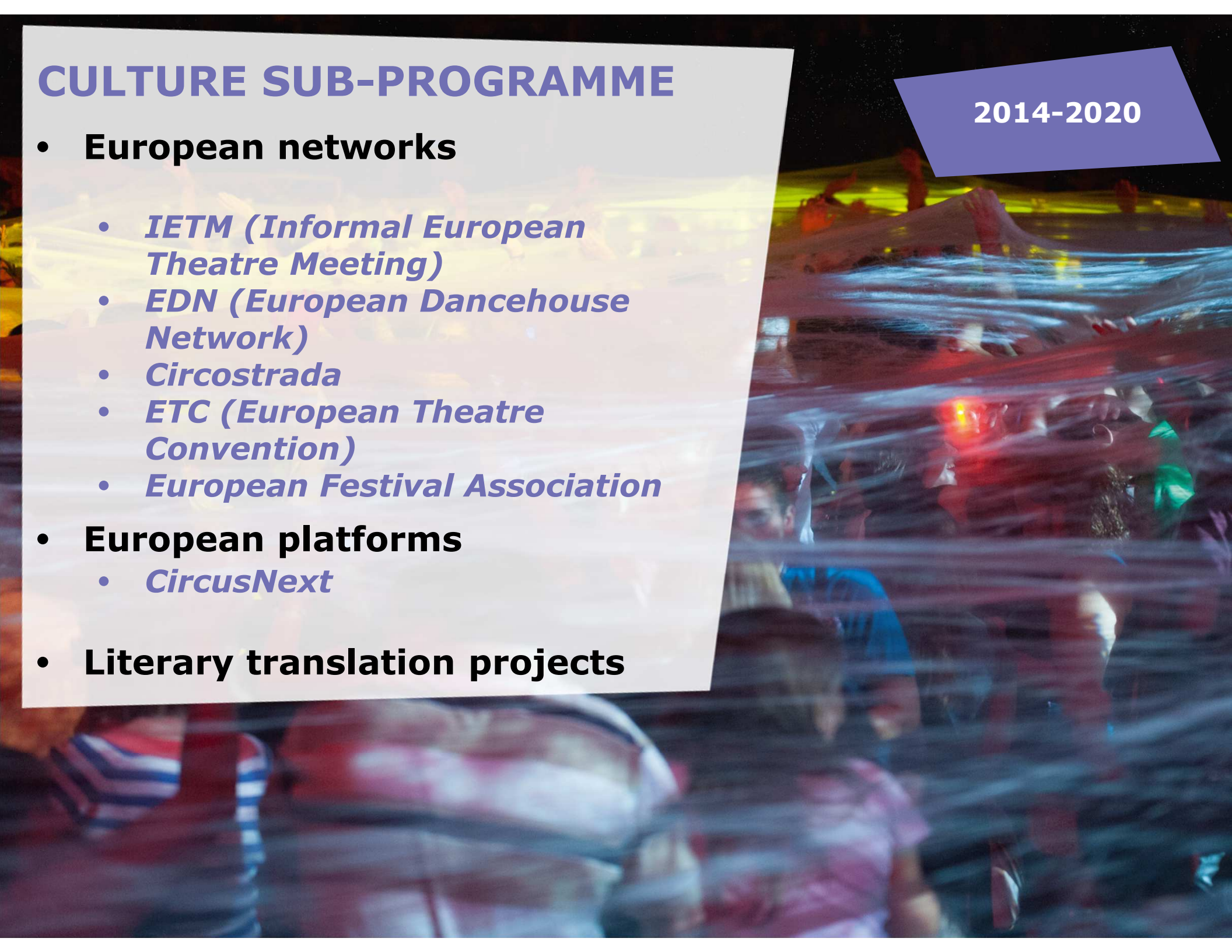
- **European cooperation projects (small & large)**
 - mobility of artists, cultural professional and works of art
 - audience development
 - capacity building (digitisation, new business models, training)

***We are Europe, Be SpectActive!
In Situ, On the Move***

CULTURE SUB-PROGRAMME

2014-2020

- **European networks**
 - *IETM (Informal European Theatre Meeting)*
 - *EDN (European Dancehouse Network)*
 - *Circostrada*
 - *ETC (European Theatre Convention)*
 - *European Festival Association*
- **European platforms**
 - *CircusNext*
- **Literary translation projects**



A photograph of three men in a professional setting, likely a meeting. The man in the center is wearing glasses and a light blue shirt, looking down at a document. The man on the left is also looking at the document. The man on the right is wearing glasses and a dark blue shirt, looking towards the center. In the background, there is a wall with several framed photographs of architectural designs.

2014-2020

OPPORTUNITIES FOR NON-EU COUNTRIES

Up to 30% of awarded funds can be spent in any country in the world or with partners from these countries

FUTURE CREATIVE EUROPE

Creative Europe

Budget for 2021-2027: **€1.85 billion**

Current budget: **€1.46 billion**

MEDIA €1.081 billion

€820 million

CULTURE €609 million

€450 million

Cross-sectoral €160 million
(previously with a separate budget of €190)



2014-2020

EUROPEAN CAPITALS OF CULTURE

60 cities since 1985

Culture= key factor for urban development



2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

Music moves Europe

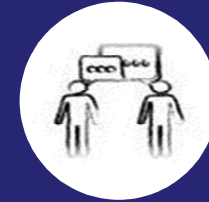
#MusicMovesEurope



Policy &
Legislation



Funding



Dialogue



Music Moves Europe:

The framework for EU action in support of
Europe's music sector

MORE INFORMATION

Creative Europe:

http://ec.europa.eu/culture/creative-europe/index_en.htm

International Cultural Cooperation (EAC):

http://ec.europa.eu/culture/policy/international-cooperation/index_en.htm

Creative Europe on twitter and Facebook

2014-2020

THANK YOU!