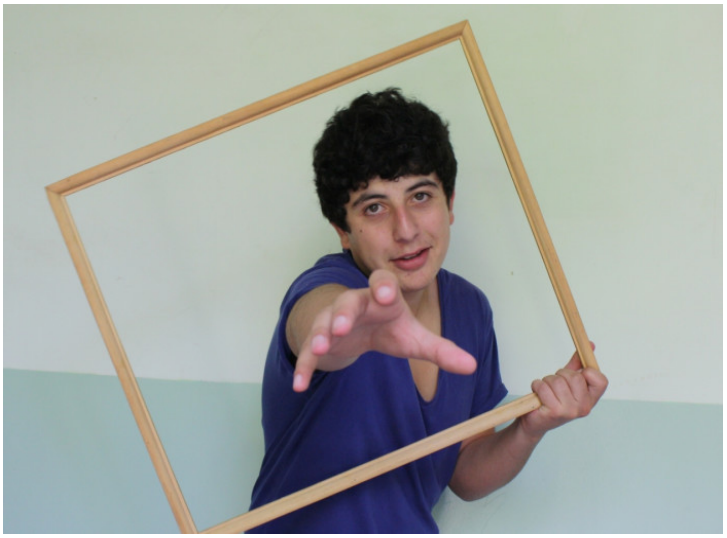
PROJECT FACTSHEET

Funded by the European Union

Creative Europe



Period of implementation: 01.01.2021 - 31.12.2027

EaP countries:
Armenia, Armenia, Georgia, Republic of Moldova, Ukraine

EU contribution: € 2 440 000 000

Total budget: € 2 440 000 000

Implementing organisation(s):
EACEA (European Education and Culture Executive Agency)

Project website: ec.europa.eu/culture/creative-europe

Social media account links:
Facebook: @CreativeEuropeEU, Twitter: @europe_creative, Instagram: @creative.eu, Facebook page of the Creative Europe Desk Ukraine: @creativeeurope.in.ua, Instagram of the Creative Europe Desk Ukraine: @ced.ukraine, YouTube: Creative Europe Desk Ukraine

Project description:
The 'Creative Europe' is the EU programme supporting cultural and creative sectors. During 2021-2027, Creative Europe will invest in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. It will contribute to the recovery of these sectors, reinforcing their efforts to become more digital, greener, more resilient and more inclusive. 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.

Expected results:
1.The CULTURE strand: 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.
2.The MEDIA strand: 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.
3.The CROSS-SECTORAL strand: 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.