



Financing Opportunities!

How to benefit from InvestEU instruments

WELCOME

- **Barbara Gessler**, Head, Representation of European Commission, Berlin
- **Maciej Szymanowicz**, Policy Officer, European Commission, DG CNECT





Setting the Scene

InvestEU and Media Invest opportunities for audiovisual and creative businesses

Explore how InvestEU can empower cultural and creative sectors with tailored financial solutions to foster growth and innovation

- **Jorge Sanz Gonzalez**, Senior Thematic Officer (EIF)
- **Antonino Stefanucci**, Mandate Origination and Relationship Officer (EIF)

Host: Els Hendrix

Officer at the Federal Government Commissioner for Culture and the Media,
Film Industry and International Affairs



MedialInvest and Cultural and Creative Sectors Guarantee

Financing opportunities for AV and
creative businesses

18 February 2025

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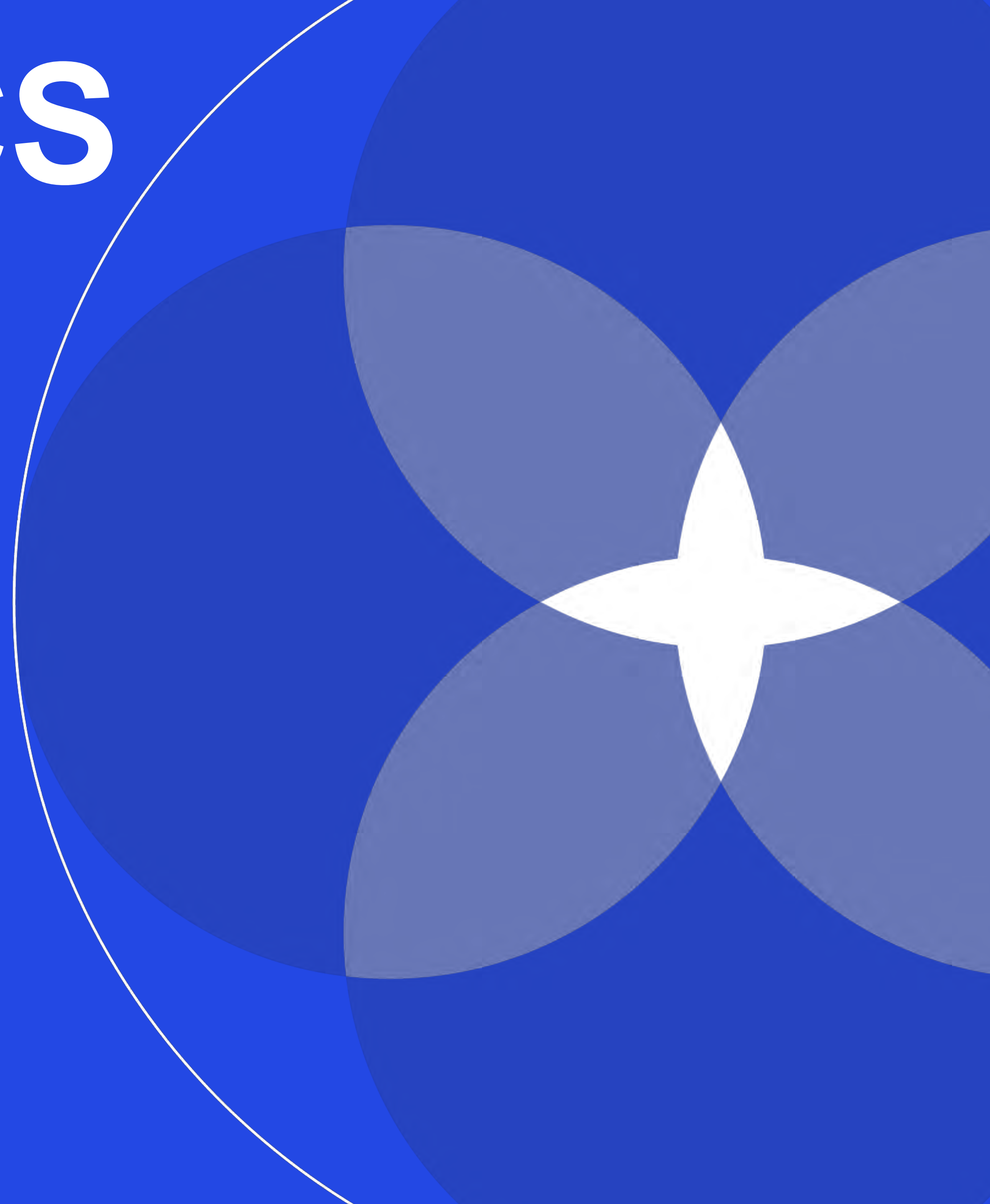
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InvestEU x CCS

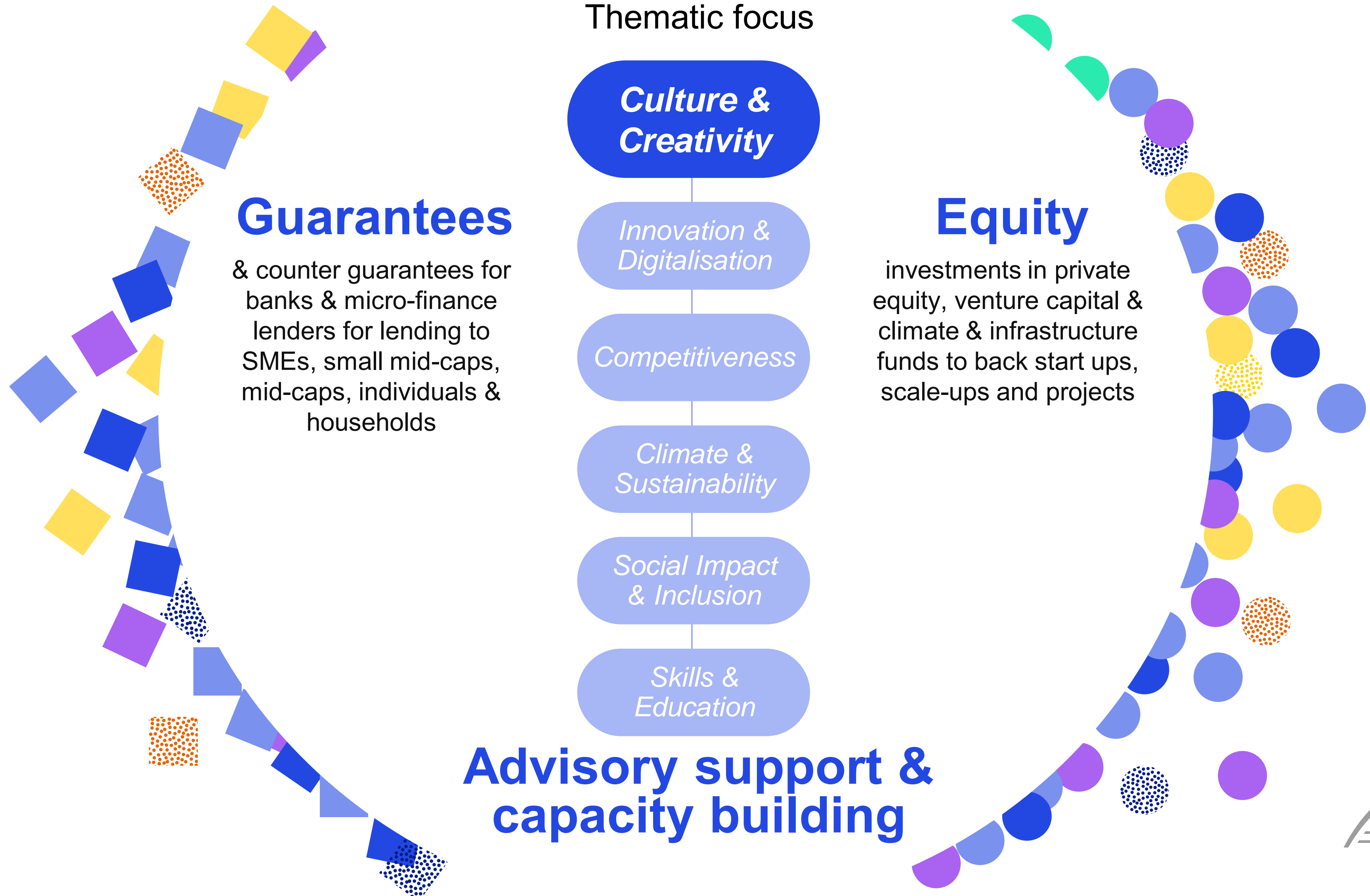
Companies in the cultural and creative sectors (CCS) contribute to society - as they help preserve the cultural identity and diversity – and to European economy. In fact, they account for over 4% of GDP, 10% share in total companies in services and also provide for approximately 7 million jobs. Despite their important role, CCS companies face difficulties to access finance.

The European Commission and the EIF aim to enhance access to finance to SMEs and other eligible enterprises operating in the CCS.



InvestEU: €11bn programme to mobilize €145bn of financing

We support InvestEU policy objectives via different financial products & advisory support



EIF's approach

We are proud to be an InvestEU implementing partner and help deliver support to smaller companies and individuals across Europe.

We do not invest or lend directly.
We are not a bank.

We use financial instruments to address gaps, foster sustainability, multiply resources and in doing so, improve access to finance.

Our unique approach

We leverage resources via financial instruments to improve access to finance.

1 THE EU



Creative Europe MEDIA



2 THE EIF



European Investment Fund



3 THE FINANCIAL INSTITUTIONS

Debt and lending institutions



VC/PE Funds



4 AV & CREATIVE BUSINESSES



Culture and Creative Sectors Portfolio Guarantee Product

Our guarantees enable financial intermediaries to benefit from a 0% risk weighting, given our AAA rating and multilateral development bank status.

We offer direct and counter guarantees; capped and uncapped portfolio guarantees under the Culture and Creative Sectors Guarantee.

We support companies throughout the EU

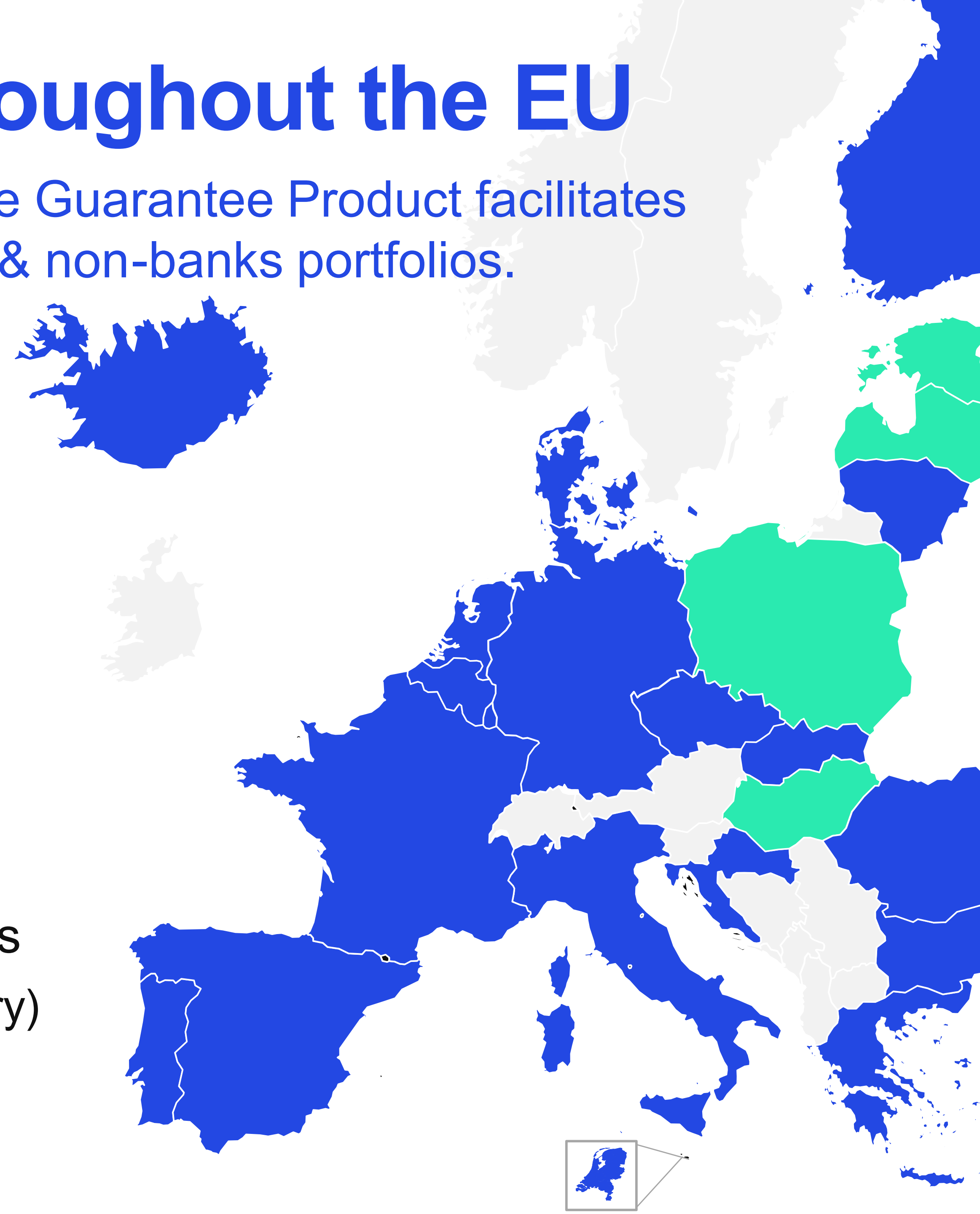
In continuation of the CCS GF, under InvestEU the Guarantee Product facilitates lending to CCS final recipients by securing banks & non-banks portfolios.

45 Transactions signed for total amount of almost EUR 400m

EUR 2.3bn expected investments to be mobilised in favour of CCS companies

23 countries covered, also via multi-country deals

- Signed operation (based on location of intermediary)
- Country covered via multi-country



We target companies in the whole CCS spectrum

SMEs, Small Mid-Caps and Small Public Enterprises:



OR for the past 36 months:

- Operating in the CCS
- Received debt financing for a CSS project by **European or national CSS institution/ association**
- Awarded a **CSS prize**
- Filed **copyrights, trademarks, distribution rights, etc.** in the CCS
- Benefitted from **tax credit/exemption** for IP rights or CCS activities

Cultural and creative sector examples

•••
Architecture

•••
Archives and libraries

•••
Artistic crafts

•••
Audiovisual
(including film, television, video games and multimedia)

•••
Cultural heritage

•••
Design

•••
Festivals

•••
Music

•••
Performing arts

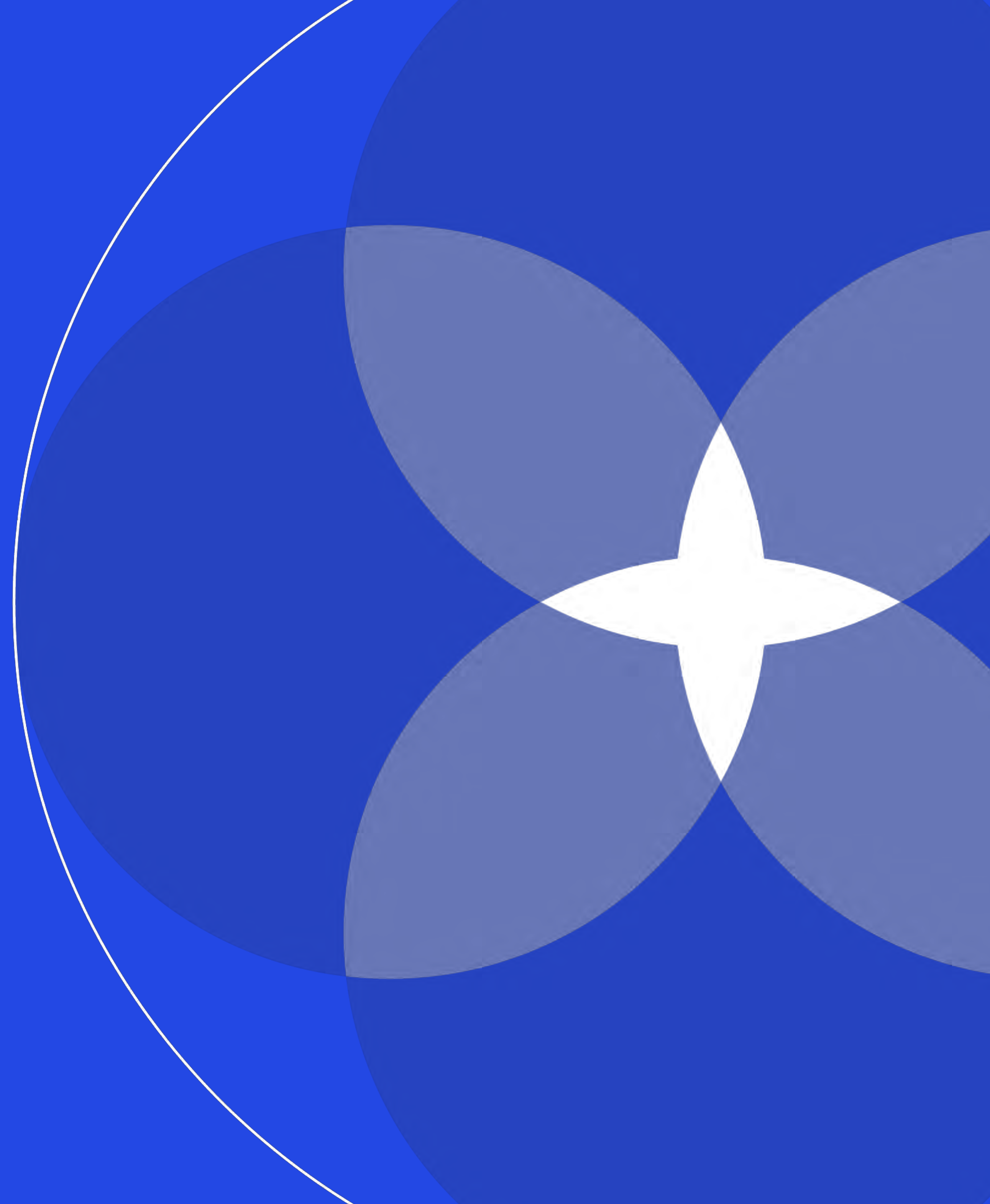
•••
Publishing

•••
Radio and visual arts

MediaInvest

MediaInvest is the European Commission's equity investment instrument that helps to bridge the financial gap in the audiovisual sector by stimulating more investment.

The financial tool, announced in the Media and Audiovisual Action Plan, is intended to increase investment into European audiovisual production and distribution companies helping them to preserve their autonomy and increase their capacities.



Mediainvest provides equity to CCS

Dedicated **equity investment instrument** designed to foster European audiovisual productions and distribution businesses and videogame companies.

Investors

The EIF invests alongside other investors into **equity funds**.



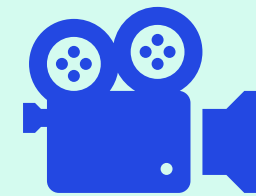
European Investment Fund



Other investors
(private and/or public)

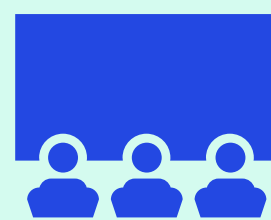
Equity Funds focused on

Projects/companies **established and operating in EU + Norway and Iceland** active in the following activities:



Audiovisual Content Production

Audiovisual content production : films, series and other productions of audiovisual entertainments



Audiovisual Production/ Distribution

Audiovisual content distribution: cinemas, TVs, radios, online streaming services



Videogames

Videogame companies: including immersive formats, such as augmented/virtual reality experiences.

Resources

The EIF will leverage Creative Europe resources:

€180m



Expecting to mobilise over
€400m

Where to find funding?

We publish the list of Financial Institutions we support on our website. We invite eligible companies willing to receive financing to explore and reach out!



[Debt financial \(sub-\) intermediaries under InvestEU¹](#)

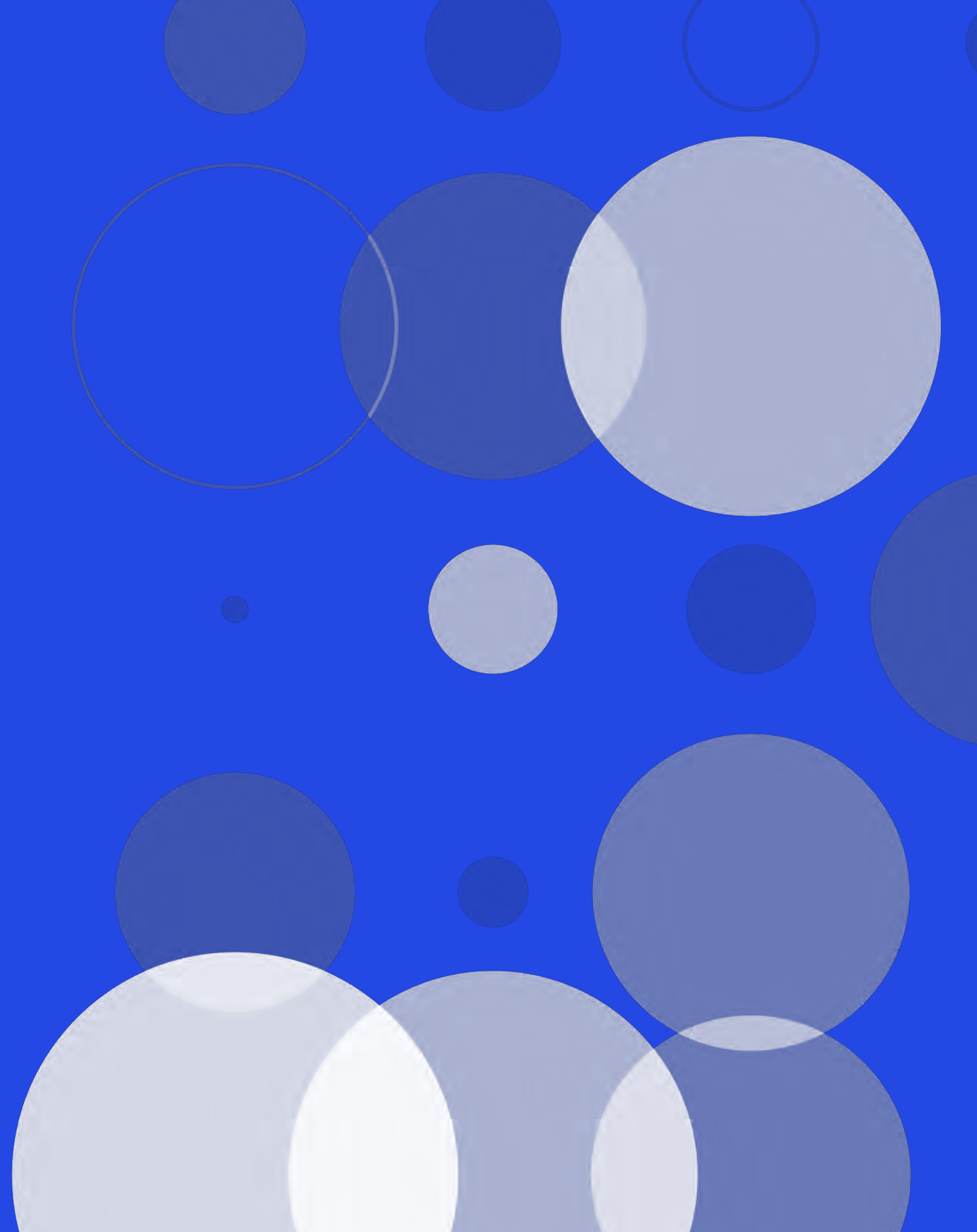


[Equity financial \(sub-\) intermediaries under InvestEU²](#)

[EU Access to Finance portal](#)

1. The list contains all Financial Intermediaries, one can filter on the Financial Product column for EIF Cultural and Creative Sector Guarantee
2. The list contains all Financial Intermediaries, one can filter on the Target Area column for Cultural and Creative Sectors (CCS)

Capacity building and market development activities



Capacity building and market development activities

The EIF also offers market studies and guides specific to the CCS to support financial knowledge of stakeholders (financial institutions to companies)

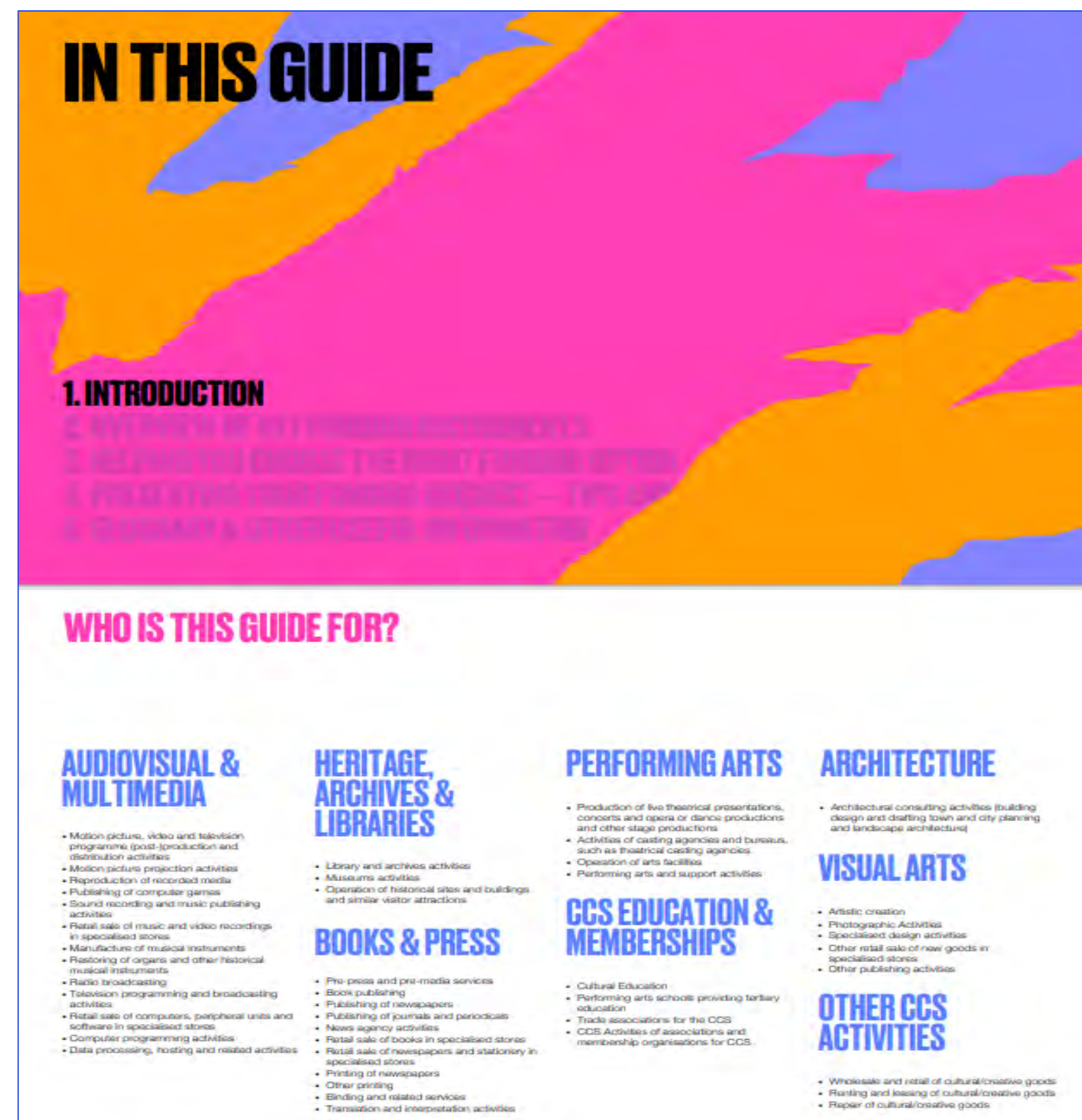
Market Analysis of the CCS



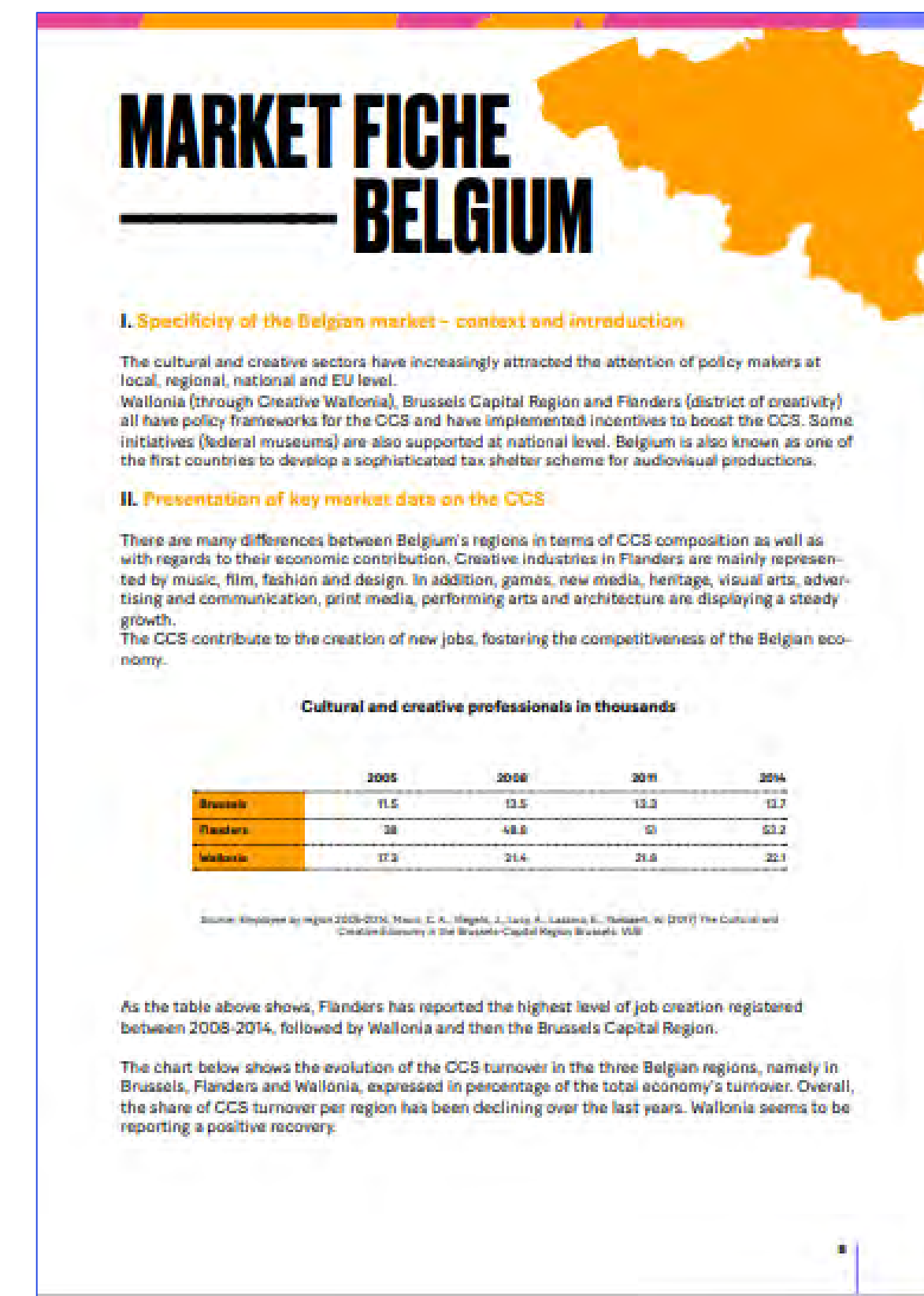
Guide for financial intermediaries²



SME book guideline on how to obtain financing¹



31 Country/ Market Fiches



Capacity building and market development activities

A conjunction of tools to be used to keep enhancing inclusions of Financial Intermediaries.

Objectives

Scale up the provision of intermediated finance for CCS, particularly within the very diverse typology of Fis active in the field.

This pilot programme offers targeted awareness raising and capacity building activities for equity and guarantee financial intermediaries including online workshops, trainings, e-learnings, development of marketing materials and eligibility checkers

Expected Impact

Pilot programme will support around 40 financial intermediaries

Activities in 2024

Capacity building/Webinars for new and non-traditional FIs.

- Webinar on Eligibility for Guarantees.
- Webinar on Operational implementation.

EIF Helpdesk support for interested Equity and Guarantees Fis launched in September

- 1 Mediainvest Equity
- 3 CCS Guarantees

Outlook 2025

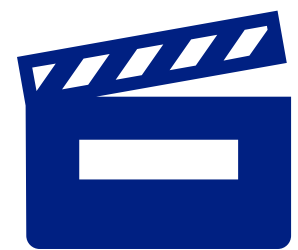
- Marketing Toolkit (Brochures, Factsheets, Social Media Outputs)
- E-learnings (Eligibility criteria, Investee Form, Significant European Participation Criteria)
- Eligibility Guidance Tool
- Plus EIF Helpdesk support + Webinars.

CCS GF case studies

Access all info at [CCS Impact report](#)

BE CREATIVE CALL THE BANK

EU Guarantee Facility for the
Cultural & Creative Sectors



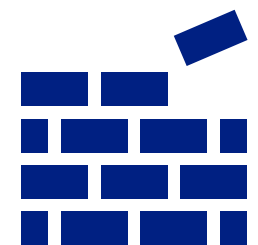
[Movimento Film \(Italy\)](#)
[Production of 'Non Odiare'](#)



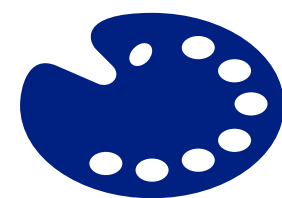
[What it takes to create a music festival: Shiftworks \(Estonia\)](#)



[KAAI - the Antwerp-based startup for women on-the-go](#)



[Active in urban planning- Archikubik](#)

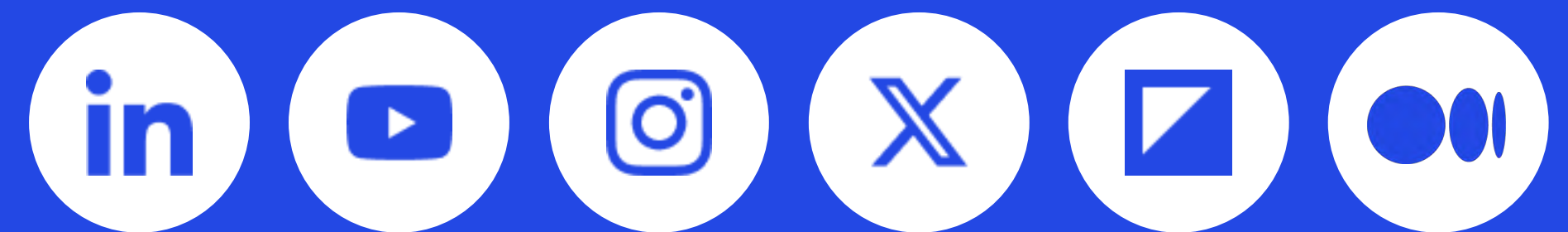


[Artboost- online art solutions](#)



[How to become a successful creative and get financed](#)

Follow our stories and work



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Debt Financing Guarantees for Cultural and Creative Sectors

Learn about available debt instruments, including loans and guarantees, designed to provide creative businesses with the capital needed to scale and thrive

- **Andreea Draghici**, Head of NPIs and Sector Policies Unit (EIF)
- **Sebastian Schelenz**, Producer and Founder, Velvet Films
- **Romana Stanciukaite**, Transaction and Relationship Manager (EIF)
- **Dr. Jan Wünschmann**, EVP Co-Production and Business Affairs at Beta Film

Host: Els Hendrix

Officer at the Federal Government Commissioner for Culture and the Media,
Film Industry and International Affairs





MediaInvest the equity investments for the audiovisual sector

Discover equity funding options that allow investors, audiovisual and video game entrepreneurs to collaborate, ensuring long-term sustainability and access to growth capital

- **Nathalie Chollet**, Head of Circular Economy and Industrial Resilience (EIF)
- **Frédéric Fiore**, President, Logical Content Ventures Fund
- **Alexandra Lebret**, Associated Director, AXIO, Together Fund
- **Maximilian Leo**, Producer, Augenschein Filmproduktion

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THANK YOU!

