



European
Commission

Amending Implementing Decision C(2021) 3563 on the financing of the Creative Europe Programme for 2021-2025 and the adoption of the work programmes for 2021, 2022 and 2023.

C(2023)3227 of 5 June 2023



Brussels, 5.6.2023
C(2023) 3227 final

COMMISSION IMPLEMENTING DECISION

of 5.6.2023

amending Implementing Decision C(2021) 3563 on the financing of the Creative Europe Programme for 2021-2025 and the adoption of the work programmes for 2021, 2022 and 2023

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THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012¹, and in particular Article 110 thereof,

Having regard to Regulation (EU) 2021/818 of the European Parliament and of the Council establishing the Creative Europe Programme (2021 to 2027) and repealing Regulation (EU) No 1295/2013², and in particular Article 15 thereof,

Whereas:

- (1) By Implementing Decision C(2021) 3563³, first amended by Implementing Decision C(2022) 36⁴, and last amended by Implementing Decision C(2022) 6138⁵, the Commission adopted the work programmes for the implementation of the Creative Europe Programme for 2021, 2022 and 2023, and provided for a Union contribution of EUR 1 599 166 936 for the years 2021-2025.
- (2) In order to allocate the additional funds made available in the adopted budget for 2023 and the revised amounts of the internal assigned revenues and external assigned revenues, it is necessary to revise the work programme and its financing.
- (3) The amounts to fund the Creative Europe desk in Ukraine for the years 2022 and 2023 should be changed to reflect a funding rate of 100% of eligible costs.
- (4) As for the MEDIA strand, regarding some actions conditions of eligibility linked to the European nationality of applicants should apply in order in particular to effectively support the competitiveness of the European audio-visual industry; this is particularly the case of the actions fostering innovation or supporting the creation, production or distribution of audio-visual works.

¹ OJ L 193 of 30.7.2018, p.1.

² OJ L 189, 28.5.2021, p. 34.

³ Commission Implementing Decision C(2021) 3563 of 26 May 2021 on the adoption of the work programme for the implementation of the Creative Europe Programme for 2021.

⁴ Commission Implementing Decision C(2022) 36 of 13 January 2022 amending Implementing Decision C(2021) 3563 on the adoption of the work programme for the implementation of the Creative Europe Programme for 2021.

⁵ Commission Implementing Decision C(2022) 6138 of 31 August 2022 amending Implementing Decision C(2021) 3563 on the adoption of the work programme for the implementation of the Creative Europe Programme for 2021.

- (5) Implementing Decision C(2021) 3563 should therefore be amended accordingly.
- (6) The measures provided for in this Decision are in accordance with the opinion of the Creative Europe Committee.

HAS DECIDED AS FOLLOWS:

Sole Article

Implementing Decision C(2021) 3563 is amended as follows:

- (1) Article 2 is replaced by the following:

Article 2
Union contribution

The maximum Union contribution for the implementation of the programme for the years 2021-2025 is set at EUR **1 607 795 476**, and shall be financed from the appropriations entered in the following lines of the general budget of the Union:

- (a) budget line 07 05 01: EUR **533 701 516** for the years 2021-2025
- (b) budget line 07 05 02: EUR **930 271 435** for the years 2021-2025
- (c) budget line 07 05 03: EUR **143 822 525** for the years 2021-2025

The appropriations provided for in the first paragraph may also cover interest due for late payment.

The implementation of this Decision is subject to the availability of the appropriations, as provided for in the general budget of the Union for 2024 and 2025, following the adoption of those budgets by the budgetary authority or as provided for in the system of provisional twelfths.”;

- (2) The text set out in Annex III to Decision C(2022) 6138 is replaced by the Annex to this Decision.

Done at Brussels, 5.6.2023

For the Commission
Margaritis SCHINAS
Vice-President



Bruxelles, le 5.6.2023
C(2023) 3227 final

DÉCISION D'EXÉCUTION DE LA COMMISSION

du 5.6.2023

modifiant la décision d'exécution C(2021) 3563 de la Commission relative au financement du programme «Europe créative» pour 2021-2025 et à l'adoption du programme de travail annuel pour 2021, 2022 et 2023

DÉCISION D'EXÉCUTION DE LA COMMISSION

du 5.6.2023

modifiant la décision d'exécution C(2021) 3563 de la Commission relative au financement du programme «Europe créative» pour 2021-2025 et à l'adoption du programme de travail annuel pour 2021, 2022 et 2023

LA COMMISSION EUROPÉENNE,

vu le traité sur le fonctionnement de l'Union européenne,

vu le règlement (UE, Euratom) 2018/1046 du Parlement européen et du Conseil du 18 juillet 2018 relatif aux règles financières applicables au budget général de l'Union, modifiant les règlements (UE) n° 1296/2013, (UE) n° 1301/2013, (UE) n° 1303/2013, (UE) n° 1304/2013, (UE) n° 1309/2013, (UE) n° 1316/2013, (UE) n° 223/2014, (UE) n° 283/2014 et la décision n° 541/2014/UE, et abrogeant le règlement (UE, Euratom) n° 966/2012¹, et notamment son article 110,

vu le règlement (UE) 2021/818 du Parlement européen et du Conseil établissant le programme «Europe créative» (2021 à 2027) et abrogeant le règlement (UE) n° 1295/2013², et notamment son article 15,

considérant ce qui suit:

- (1) Par la décision d'exécution C(2021) 3563³, modifiée une première fois par la décision d'exécution C(2022) 36⁴ et en dernier lieu par la décision d'exécution C(2022) 6138⁵, la Commission a adopté les programmes de travail pour la mise en œuvre du programme «Europe créative» pour 2021, 2022 et 2023 et a prévu une contribution de l'Union de 1 599 166 936 EUR pour la période 2021-2025.
- (2) Afin d'allouer les fonds supplémentaires mis à disposition dans le budget adopté pour 2023 ainsi que les montants révisés des recettes affectées internes et externes, il est nécessaire de réviser le programme de travail et son financement.
- (3) Les montants destinés à financer le bureau «Europe créative» en Ukraine pour les années 2022 et 2023 devraient être modifiés pour tenir compte d'un taux de financement de 100 % des coûts éligibles.
- (4) S'agissant du volet MEDIA, pour ce qui concerne certaines actions, les conditions d'éligibilité liées à la nationalité européenne des candidats devraient s'appliquer, notamment pour promouvoir efficacement la compétitivité du secteur européen de

¹ JO L 193 du 30.7.2018, p. 1.

² JO L 189 du 28.5.2021, p. 34.

³ Décision d'exécution C(2021) 3563 de la Commission du 26 mai 2021 relative à l'adoption du programme de travail pour la mise en œuvre du programme «Europe créative» pour 2021.

⁴ Décision d'exécution C(2022) 36 de la Commission du 13 janvier 2022 modifiant la décision d'exécution C(2021) 3563 relative à l'adoption du programme de travail pour la mise en œuvre du programme «Europe créative» pour 2021.

⁵ Décision d'exécution C(2022) 6138 de la Commission du 31 août 2022 modifiant la décision d'exécution C(2021) 3563 relative à l'adoption du programme de travail pour la mise en œuvre du programme «Europe créative» pour 2021.

l'audiovisuel; tel est en particulier le cas des actions favorisant l'innovation ou soutenant la création, la production ou la distribution d'œuvres audiovisuelles.

- (5) Il y a donc lieu de modifier la décision d'exécution C(2021) 3563 en conséquence.
- (6) Les mesures prévues par la présente décision sont conformes à l'avis du comité «Europe créative»,

DÉCIDE:

Article unique

La décision d'exécution C(2021) 3563 est modifiée comme suit:

- (1) L'article 2 est remplacé par le texte suivant:

Article 2
Contribution de l'Union

Le montant maximal de la contribution de l'Union destinée à la mise en œuvre du programme pour la période 2021-2025 est fixé à **1 607 795 476** EUR, à financer sur les crédits inscrits aux lignes suivantes du budget général de l'Union:

- (a) ligne budgétaire 07 05 01: **533 701 516** EUR pour les années 2021-2025
- (b) ligne budgétaire 07 05 02: **930 271 435** EUR pour les années 2021-2025
- (c) ligne budgétaire 07 05 03: **143 822 525** EUR pour les années 2021-2025

Les crédits prévus au premier alinéa peuvent également couvrir les intérêts de retard.

La mise en œuvre de la présente décision est subordonnée à la disponibilité des crédits tels que prévus dans le budget général de l'Union pour 2024 et 2025, après l'adoption de ceux-ci par l'autorité budgétaire, ou tels que prévus par le régime des douzièmes provisoires.»;

- (2) Le texte figurant à l'annexe III de la décision C(2022) 6138 est remplacé par l'annexe de la présente décision.

Fait à Bruxelles, le 5.6.2023

Par la Commission
Margaritis SCHINAS
Vice-président



Brüssel, den 5.6.2023
C(2023) 3227 final

DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 5.6.2023

zur Änderung des Durchführungsbeschlusses C(2021) 3563 der Kommission über die Finanzierung des Programms Kreatives Europa 2021–2025 und die Annahme der Arbeitsprogramme für 2021, 2022 und 2023

DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 5.6.2023

zur Änderung des Durchführungsbeschlusses C(2021) 3563 der Kommission über die Finanzierung des Programms Kreatives Europa 2021–2025 und die Annahme der Arbeitsprogramme für 2021, 2022 und 2023

DIE EUROPÄISCHE KOMMISSION —

gestützt auf den Vertrag über die Arbeitsweise der Europäischen Union,

gestützt auf die Verordnung (EU, Euratom) 2018/1046 des Europäischen Parlaments und des Rates vom 18. Juli 2018 über die Haushaltsordnung für den Gesamthaushaltsplan der Union, zur Änderung der Verordnungen (EU) Nr. 1296/2013, (EU) Nr. 1301/2013, (EU) Nr. 1303/2013, (EU) Nr. 1304/2013, (EU) Nr. 1309/2013, (EU) Nr. 1316/2013, (EU) Nr. 223/2014, (EU) Nr. 283/2014 und des Beschlusses Nr. 541/2014/EU sowie zur Aufhebung der Verordnung (EU, Euratom) Nr. 966/2012¹, insbesondere auf Artikel 110,

gestützt auf die Verordnung (EU) 2021/818 des Europäischen Parlaments und des Rates zur Einrichtung des Programms Kreatives Europa (2021 bis 2027) und zur Aufhebung der Verordnung (EU) Nr. 1295/2013², insbesondere auf Artikel 15,

in Erwägung nachstehender Gründe:

- (1) Mit dem Durchführungsbeschluss C(2021) 3563³, erstmals geändert durch den Durchführungsbeschluss C(2022) 36⁴ und zuletzt geändert durch den Durchführungsbeschluss C(2022) 6138⁵, hat die Kommission die Arbeitsprogramme für die Durchführung des Programms Kreatives Europa für die Jahre 2021, 2022 und 2023 angenommen und einen Beitrag der Union in Höhe von 1 599 166 936 EUR für die Jahre 2021–2025 vorgesehen.
- (2) Das Arbeitsprogramm und die darin vorgesehenen Finanzierungsmodalitäten müssen überarbeitet werden, damit die im verabschiedeten Haushalt für 2023 zusätzlich bereitgestellten Mittel und die geänderten Beträge aus internen zweckgebundenen Einnahmen und externen zweckgebundenen Einnahmen zugewiesen werden können.
- (3) Die Beträge zur Finanzierung der Kontaktstelle für Kreatives Europa in der Ukraine für die Jahre 2022 und 2023 sollten geändert werden, um einem Finanzierungssatz von 100 % der förderfähigen Kosten Rechnung zu tragen.
- (4) In Bezug auf den Aktionsbereich MEDIA sollte bei einigen Maßnahmen die Förderfähigkeit an die europäische Staatsangehörigkeit der Antragsteller geknüpft

¹ ABl. L 193 vom 30.7.2018, S. 1.

² ABl. L 189 vom 28.5.2021, S. 34.

³ Durchführungsbeschluss C(2021) 3563 der Kommission vom 26. Mai 2021 über die Annahme des Jahresarbeitsprogramms 2021 für die Durchführung des Programms Kreatives Europa.

⁴ Durchführungsbeschluss C(2022) 36 der Kommission vom 13. Januar 2022 zur Änderung des Durchführungsbeschlusses C(2021) 3563 über die Annahme des Jahresarbeitsprogramms 2021 für die Durchführung des Programms Kreatives Europa

⁵ Durchführungsbeschluss C(2022) 6138 der Kommission vom 31. August 2022 zur Änderung des Durchführungsbeschlusses C(2021) 3563 über die Annahme des Jahresarbeitsprogramms 2021 für die Durchführung des Programms Kreatives Europa.

werden, um die Wettbewerbsfähigkeit der europäischen audiovisuellen Industrie wirksam zu fördern; dies gilt insbesondere für Maßnahmen zur Innovationsförderung oder zur Unterstützung der Schaffung, Herstellung oder Verbreitung audiovisueller Werke.

- (5) Der Durchführungsbeschluss C(2021) 3563 sollte daher entsprechend geändert werden.
- (6) Die in dem vorliegenden Beschluss vorgesehenen Maßnahmen entsprechen der Stellungnahme des Ausschusses für das Programm Kreatives Europa —

BESCHLIEßT:

Einzigler Artikel

Der Durchführungsbeschluss C(2021) 3563 wird wie folgt geändert:

1. Artikel 2 erhält folgende Fassung:

*„Artikel 2
Beitrag der Union*

Der Höchstbeitrag der Union für die Durchführung des Programms für die Jahre 2021–2025 beläuft sich auf **1 607 795 476** EUR und wird aus den in folgende Haushaltslinien des Gesamthaushaltsplans der Union eingesetzten Mitteln finanziert:

- a) Haushaltslinie 07 05 01: **533 701 516** EUR für die Jahre 2021–2025
- b) Haushaltslinie 07 05 02: **930 271 435** EUR für die Jahre 2021–2025
- c) Haushaltslinie 07 05 03: **143 822 525** EUR für die Jahre 2021–2025

Die in Absatz 1 genannten Haushaltsmittel können auch Verzugszinsen abdecken.

Dieser Beschluss kann nur durchgeführt werden, wenn die im Gesamthaushaltsplan der Union für 2024 und 2025 vorgesehenen Mittel infolge des Erlasses des entsprechenden Haushaltsplans durch die Haushaltsbehörde in voller Höhe oder nach der Regelung der vorläufigen Zwölfstel teilweise bereitgestellt werden.“

2. Der Text in Anhang III des Beschlusses C(2022) 6138 wird durch den Anhang des vorliegenden Beschlusses ersetzt.

Brüssel, den 5.6.2023

*Für die Kommission
Margaritis SCHINAS
Vizepräsident*



European
Commission

2023 Annual Work Programme for the implementation of the Creative Europe Programme

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ANNEX

Annual Work Programme for the implementation of the "Creative Europe" Programme for 2023

Part I - General overview

This Work Programme outlines the policy framework, the priorities and the actions implementing "Creative Europe Programme" in 2023.

1. THE CREATIVE EUROPE PROGRAMME

OBJECTIVES AND STRUCTURE

Creative Europe (hereafter also 'The Programme') brings together actions supporting the European cultural and creative sectors¹. In line with the mid-term evaluation² of the former Programme (2014-2020), the new Programme builds on and continues the structure of the previous one. The budget of EUR 2.4 billion³ for the period 2021-2027 represents a significant increase compared to its predecessor's.

The general objectives of the Programme are:

- to safeguard, develop and promote European cultural and linguistic diversity and heritage;
- to increase the competitiveness and the economic potential of the cultural and creative sectors, in particular the audiovisual sector.

These goals are pursued through the following specific objectives:

- enhancing artistic and cultural cooperation at the European level, in order to support the creation of European works and strengthen the economic, social and external dimensions of and innovation and mobility in Europe's cultural and creative sectors (**CULTURE strand**);
- promoting the competitiveness, scalability, cooperation, innovation, and sustainability, including through mobility in the European audiovisual sector (**MEDIA strand**); and
- promoting policy cooperation and innovative actions supporting all strands of the Programme, promoting a diverse, independent and pluralistic media environment, and media literacy, thereby fostering freedom of artistic expression, intercultural dialogue and social inclusion (**CROSS SECTORAL strand**).

¹ In line with Article 2(1) of Regulation No. 2021/818 establishing the Creative Europe Programme for the period 2021-2027 (hereinafter also "Regulation 2021/818", "Creative Europe Regulation" or "the Regulation"): 'cultural and creative sectors' means all sectors whose activities are based on cultural values and artistic and other individual or collective creative expressions, whether those activities are market - or non-market-oriented, whatever the type of structure that carries them out; and irrespective of how that structure is financed. The activities include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. Many of those have a potential to generate innovation and jobs in particular from intellectual property. The sectors include inter alia architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts, (including theatre and dance), books and publishing, radio, and visual arts.

² COM(2018) 248 final

³ The financial envelope for the implementation of the Programme for the period 2021-2027 shall be EUR 1 842 000 000 in current prices and increased by an additional allocation of EUR 600 000 000 in 2018 prices, as a programme specific adjustment provided for in Article 5 of the MFF regulation.

The general and specific objectives of the Programme take into account the dual nature of the cultural and creative sectors, recognising, on the one hand, the intrinsic and artistic value of culture and, on the other, the economic value of those sectors, including their broader contribution to growth and competitiveness, creativity and innovation. The objectives are pursued in a way that encourages inclusion, equality, diversity and participation, including, where appropriate, specific incentives that encourage the active participation in the cultural and creative sectors of people with disabilities, people belonging to minorities and people belonging to socially marginalised groups, including both the creative process and audience development; and gender equality, in particular as a driver of economic growth, innovation and creativity.

Implementation has been taken forward in challenging circumstances since the launch of the new Programme in 2021. Due to the delay in the adoption of the legal base and consequently in the launch of the calls, global commitments were launched for all calls in 2021 with the finalisation of grant agreements and subsequent payments made in 2022. Most of the calls of the 2022 Work Programme were published in the first semester.

Under the **Culture strand** the new call on Support for European Heritage Label was published whilst the calls on Perform Europe and Music Moves Europe will be published in the second semester of the year. The high interest in the Calls was confirmed with almost 700 proposals submitted in response to the 2022 call for Support to European Cooperation Projects.

The number of proposals submitted under the 2022 **MEDIA** Calls remains stable overall, with a high level of interest in the new and ambitious MEDIA 360 call. However, the situation is different for distribution actions: a high number of applications in the European Film Distribution call, but a lower number of applications for Films on the Move.

Under the **Cross-sectoral** strand a highlight is the signature of the first grant agreements under the Journalism Partnerships call launched in 2021. The new calls on Media literacy and Media freedom and pluralism were also published during the reporting period. The calls attracted a lot of interest from completely new applicants.

THIRD COUNTRY ASSOCIATION

In accordance with Article 9 of the Creative Europe Regulation, the following countries can/will participate in the Programme in 2023:

- EU Member States;
- European Free Trade Association (EFTA) countries, which are also members of the European Economic Area (EEA), in accordance with the conditions laid down in the Agreement on the European Economic Area. In 2023 the following countries will participate: Iceland, Liechtenstein and Norway;
- acceding countries, candidate countries and potential candidates, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective framework agreements and Association Council decisions or in similar agreements and in accordance with the specific conditions laid down in agreements between the Union and those countries. In 2023, Albania, Bosnia and Herzegovina, Kosovo⁴, Montenegro, North Macedonia and Serbia will participate

⁴ This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on

since they have already signed a participation agreement while Turkey will join as soon as the process is finalised;

- European Neighbourhood Policy (“ENP”) countries, in accordance with the general principles and general terms and conditions for the participation of those countries in Union programmes established in the respective framework agreements and Association Council decisions or in similar agreements and in accordance with the specific conditions laid down in agreements between the Union and those countries. In 2023, Georgia, Tunisia and Ukraine will participate since they have already signed a participation agreement while Armenia will join as soon as the process is finalised. Other ENP countries which have expressed their interest, such as Azerbaijan, Israel and Palestine⁵, could also join the Creative Europe programme.

- Other third countries, in accordance with the conditions laid down in a specific agreement covering the participation of the third country to any Union programme: Faroe Islands have expressed their interest to participate in Creative Europe.

As a matter of principle, third countries should aim to participate fully in the Programme. However, participating in the MEDIA and in the cross sectoral strands is subject to certain requirements e.g. the fulfilment of the conditions set out in Directive 2010/13/EU as amended by Directive 2018/1808 (the “AVMSD”) or a duly justified derogation.

Third countries may thus participate in the Programme as follows:

- **Full participation**

All European third countries fulfilling the conditions set out in the AVMSD fully participate in all strands of the programme.

Transitional full participation⁶ of EEA countries, candidate countries and potential candidates which fully participated in the preceding Programme 2014-2020 is possible until 31 December 2022. Beyond that date, for all actions mentioned in this WP 2023, continued participation in the MEDIA and cross sectoral Strands for candidate countries and potential candidates will be contingent upon evidence submitted to the Commission that they meet the conditions set out in Directive 2010/13/EU as referred to in Article 9(2) of the Creative Europe Regulation. The list of non-EU participating countries will be updated on the Funding and Tendering Opportunities Portal on an ongoing basis.

- **Partial participation**

This derogation concerns ENP countries satisfying the following conditions:

- essential minimum standards balancing freedom of speech and protection of citizens/vulnerable viewers underpinning the AVMSD such as prohibition of incitement to hatred or violence and

the Kosovo declaration of independence.

⁵ This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue.

⁶ According to Article 9 (4) of the Regulation, EU Member States and EFTA/EEA countries that fully participated in the former Creative Europe Programme may provisionally fully participate in the current Programme if they can show that they have taken tangible steps to align their legislation to the AVMSD. Under these conditions, the transitional full participation is possible until 31 December 2022.

- protection of minors; and
- independence of audiovisual media regulators.

Transitional partial participation of ENP countries which fully participated in the preceding Programme 2014-2020 is possible until 31 December 2022. Beyond that date, continued partial participation in the MEDIA and cross sectoral Strands of the Programme will be contingent on evidence submitted to the Commission shows that ENP countries meet the conditions required for the application of article 9, paragraph 3 of the Creative Europe Regulation. In line with the EU policy towards Ukraine, the participation of Ukraine in the MEDIA and cross sectoral strands is extended on grounds of 'force majeure' till the end of the war.

Level of participation:

- full participation in CROSS SECTORAL and CULTURE strand, and
- partial participation in MEDIA strand, as follows:
 - Audience cluster: audience development & film education; European Festivals and networks of European festivals
 - Business cluster: training and skills

Proposals from applicants in third countries associated to the programme may be selected provided that, on the date of award, agreements are (at least provisionally) in force setting out the arrangements for the participation of these countries in the Programme.⁷

- **Participation in the Culture strand**

Third countries not fulfilling the conditions set out in the AVMSD and not benefitting from the derogation for ENP countries may participate to the CULTURE strand and to the action 'Creative Europe Desks' under the Cross-Sectoral strand.

This approach is reflected in the following table defining our practice based on Article 9 of the Regulation:

CONDITIONS FOR THIRD COUNTRY ASSOCIATION - participation in the MEDIA and CROSS SECTORAL strands

GENERAL OBJECTIVE Participate in all strands of the	Participation in the MEDIA and CROSS SECTORAL	Countries	Legal basis	2021-2022 (provisional participation)	2023-2027
		EEA countries	Articles 9,2 9,4	Full participation in MEDIA and CROSS	Need for full alignment with AVMSD* in accordance with the conditions laid down in the EEA Agreement
		Candidate countries and potential	Articles 9,2 9,4 and 9,5	Full participation provisionally granted to those countries that fully	full participation in MEDIA and CROSS only if they provide evidence

⁷ If after the award the agreement is terminated, the selection may be cancelled in exceptional circumstances and if duly justified, after hearing the applicant. This applies in particular if the agreement is terminated shortly after the award and the third country has not paid the relevant contribution, and provided that the acquired rights and legitimate expectations of the applicant are respected.

Creative Europe Programme	strands	candidates		participated in the 2014-2020 programming period	showing that they have fulfilled the conditions set- out in AVMSD
		European Neighbourhood Policy (ENP) countries	Articles 9,2 9,3 and recital 33, which allows for a gradual approach	Partial participation in MEDIA and full participation in CROSS provisionally granted to those countries that partially participated in the 2014-2020 programming period. Partial participation in MEDIA gives access to the training, festivals, film education and audience development actions	- partial participation in MEDIA and in CROSS to be pursued only if compliance with general principles** - full participation in clusters 2 and 3 if tangible progress towards AVMSD: - rules on linear services aligned; -progress regarding alignment of rules on on-demand services - full participation in all actions in MEDIA and CROSS if full alignment with AVMSD

*AVMSD: Directive 2010/13 as amended by Directive 2018/1808

**General principles: essential minimum content standards balancing freedom of speech and protection of citizens/vulnerable viewers underpinning AVMSD such as prohibition of incitement to hatred or violence, protection of minors and independence of audiovisual media regulators

BODIES IMPLEMENTING THE PROGRAMME

The European Commission is responsible for the implementation of the Programme. Within the Commission, the following Directorates-General implement the Programme; i) Directorate-General Education, Youth, Sport and Culture - DG EAC -, ii) Directorate-General for Communications Networks, Content and Technology - DG CNECT, iii) DG for Economic and Financial Affairs- DG ECFIN-, through co-delegation or cross-sub delegation, for implementation of action 6.1. MediaInvest; and finally the Commission's Directorate-General for Communication – DG COMM.

The Commission has delegated the management of most actions to the European Education and Culture Executive Agency (EACEA), which operates under the Commission's political responsibility.

The Commission is assisted by a Programme committee, within the meaning of Regulation 182/2011⁸, which gives an opinion on the Annual Work Programme proposed by the Commission.

Pursuant to the Regulation, a network of Programme Desks has been created (one Desk in each participating country), in order to provide information and promote the Programme, assist potential applicants, stimulate

⁸ Regulation (EU) No 182/2011 of the European Parliament and of the Council of 16 February 2011 laying down the rules and general principles concerning mechanisms for control by Member States of the Commission's exercise of implementing powers, OJ L 55, 28.2.2011, p. 1.

cross-border cooperation, support the Commission and ensure the communication and dissemination of funding awarded and results obtained in their respective country.

2. POLICY FRAMEWORK

In 2023, the Creative Europe programme will continue to be an instrument to contribute to major European policy initiatives relevant to the cultural and creative sectors (CCS), including the audiovisual sector, and aligned with the objectives of the 2018 New European Agenda for Culture.

A new multi-annual **Work Plan for Culture post-2022** will be negotiated in the Council in the second half 2022 and is scheduled for adoption in November. It will enter into force in early 2023. It will set priorities for cooperation on culture between the Member States and with the Commission at EU level and identify corresponding topics and actions, many of which will be implemented by the Commission and/or with the logistical support from the Commission. For the duration of the new Work Plan, the Creative Europe programme will provide financial support for the implementation of some of these actions, which are likely to cover topical themes such as, for example, recovery and resilience of the CCS, artists' working conditions, CCS' challenges relating to digitalisation, climate change, gender equality and sustainability, culture and wellbeing, and international cultural relations.

Furthermore, in its second year of implementation, **the new mobility scheme for artists and cultural operators will be rolled-out** in order to secure a long lasting legacy for the **European Year of Youth** as well as to contribute, through residencies and place-based cultural programmes, to the goals of the **New European Bauhaus**.

This Work Programme will also take into account relevant recent Council conclusions, adopted in April 2022, notably a) the Council conclusions on "Building a European Strategy for the Cultural and Creative Industries Ecosystem"⁹. These invited the Commission and the Member States, within their respective areas of competence, to focus on the priorities of improving European cultural and creative enterprises' access to funding; spurring skills development; reaffirming cultural diversity in the digital era; strengthening exports; promoting responsible policies; and b) the Council conclusions on "Reinforcing intercultural exchanges through the mobility of artists and cultural and creative professionals, and through multilingualism in the digital era"¹⁰, by which the EU wishes to encourage mobility and exchanges among European artists and creative and cultural professionals, in particular by guaranteeing them better access to mobility opportunities within the EU. Through these conclusions the EU also wants to take advantage of new technologies to foster multilingualism, which nurtures cultural exchanges and facilitates access to culture.

Creative Europe is in line with the objectives of Europe's Digital Decade¹¹ and also plays a key role within the updated industrial strategy¹² as regards the cultural and creative industries ecosystem. The Programme will tackle the **challenges that the audiovisual sector is facing – including the digital transition – by fostering cooperation across** the value chain.

The Programme will also contribute to the implementation of the Media and Audiovisual Action Plan (MAAP), which supports the recovery and transformation of the media and audiovisual sectors. Actions supported by Creative Europe will focus **on content and will be complementary to other types of measures such** as research and innovation supported by Horizon Europe. Creative Europe will also be in line with the objectives of the European Democracy Action Plan (EDAP), as regards strengthening media freedom and pluralism as

⁹ OJ, C 160 2022 pages 13-19.

¹⁰ OJ, C 160 2022 pages 20-25.

¹¹ Communication from the Commission on the 2030 Digital Compass: the European way for the Digital Decade COM(2021) 118 final

¹² Annual Single Market Report 2021 accompanying the Communication from the Commission Updating the 2020 New Industrial Strategy: Building a stronger Single Market for Europe's recovery, SWD(2021) 351 final

well as media literacy. The Programme will also contribute to the implementation of the Action Plan against illicit trafficking in cultural goods. The need for stronger EU action on trafficking in cultural goods was identified in the EU Security Union Strategy of July 2020. The adoption of an action plan on tackling the illicit trade in cultural goods was subsequently announced by the EU Strategy to tackle Organised Crime covering period 2021-2025. In line with these two strategies the action plan's purpose will be to provide a comprehensive policy framework for coordinated efforts in the fight against trafficking of cultural goods with the objective of disrupting related criminal activities and **protecting cultural heritage**. Activities related to the prevention of trafficking and looting of cultural heritage sites would be an important part of the Action Plan.

The Programme will also continue its strategic cooperation with international organisations. Partnerships with international organisations active in the field of culture (such as Council of Europe) can bring added value for the achievement of the Programme's objectives, as they bring a unique competence in specific areas, thereby allowing to maximise the impact of the Programme's action.

Key challenges in 2023

COVID-19 and its consequences

The Annual Single Market Reports of 2021 and 2022 have shown how the cultural and creative industries ecosystem was amongst the worst hit by the COVID-19 crisis. The estimated overall losses of revenue in 2020 are around 31%, going beyond 70% for sectors such as cinema, performing arts and music. It is a paradox that at the same time Europeans turned to culture and the media in order to make confinement more bearable, maintain well-being and mental health, and to access trustworthy information.

By the end of 2021, the Single Market was showing signs of recovery, but for the cultural sectors, the picture is very uneven. Broadly, the digital sectors such as video on demand (VOD) have grown whereas those with physical audiences, such as cinemas, continue to suffer. Moreover, new variants and therefore a new wave of restrictions in Autumn 2022 and beyond should unfortunately not be completely excluded.

The COVID-19 crisis accelerated and revealed certain ongoing trends, with audiences shifting online even more. Whilst supporting recovery we are therefore at the same time encouraging transformation and innovation, to take up the opportunities of digitisation. In parallel digitisation has facilitated the distribution of cultural and creative content and services for some segments of the population, but it has also intensified competition of content across borders on a global scale.

Ukraine

In light of Russia's war of aggression in Ukraine, Creative Europe stands for promoting the key value of culture and creativity in building inclusive and cohesive societies founded on the European values of respect for human dignity, freedom, democracy, equality, the rule of law and the respect for human rights. Therefore, in 2023 Creative Europe will provide support to Ukrainian artists and cultural operators as well as to Ukrainian cultural and creative organisations in these extremely challenging times. It will also support actions aimed at safeguarding or rescuing cultural heritage in Ukraine. In implementing the 2023 Work Programme the Commission will also take into account the declaration on the situation in Ukraine of the European Ministers of Culture and the Media in March 2022, within the framework of the French Presidency, and in particular the role of Creative Europe in supporting artists, journalists and cultural and media professionals who are affected by military aggression against Ukraine and its consequences.

Greener and more inclusive cultural and creative sectors

The Programme will also continue to mainstream through its actions the cross-cutting issues of a) **inclusion and diversity**, notably **gender balance**, and b) the **greening of Creative Europe**, notably in view of contributing to the achievement of an overall target of 30% of the Union budget expenditures supporting

climate objectives.

With regard to green aspects, the Commission is undertaking a study to support the mainstreaming of climate actions into the Creative Europe programme, for example by outlining a sector specific greening strategy; developing recommendations for evaluating green aspects of project proposals; encouraging European citizens to act sustainably and promote initiatives to raise awareness, educate and promote environmental practices. The results of the study will drive the action of the Commission in 2023, notably with regard to guidelines and recommendations towards applicants and beneficiaries of the Creative Europe calls for proposals.

In addition, Creative Europe MEDIA has introduced financial incentives for green practices, notably the introduction of greening strategies and reduction of air travel as well as strengthening green skills and green innovation. These incentives will be developed on an ongoing basis. In parallel, MEDIA has launched a policy dialogue on greening with the audiovisual industry and is coordinating a collaborative effort, notably through the development and implementation of a common measurement system for carbon emissions.

Activities implemented under this programme will strive to ensure consistency, complementarity and synergies with other EU funding programmes supporting policy areas with close links to the Creative Europe programme, such as Erasmus+, Horizon Europe (including the upcoming Knowledge and Innovation Community (KIC) for Cultural and Creative Industries), Digital Europe, the Citizens, Equality, Rights and Values programme, the European Solidarity Corps, Invest-EU, the Single Market Programme as well as other relevant programmes¹³. Activities will also complement the support provided by the Recovery and Resilience Facility and the National Recovery and Resilience Plans, as the key instrument at the heart of NextGenerationEU to help the EU emerge stronger and more resilient from the current crisis. Several Plans have included actions targeting the cultural and creative sectors¹⁴, including audiovisual and news media. These plans represent an unprecedented opportunity to invest in these sectors and strengthen their capacity to face mounting challenges, notably by addressing the twin digital and green transitions.

From policy to Programme implementation

The implementation of the Programme has been adapted to take into account the lasting challenging context resulting from the COVID19 crisis. The **overall budget was frontloaded**, with a third of the Creative Europe budget committed in the first two years of the Programme. The profile of the programme has been frontloaded in 2021 and 2022, as a strong signal of the Union support to the recovery of the cultural and media sectors in the aftermath of the COVID-19 pandemic. In 2023, the allocation of the programme returns to the regular profile, which explains the reduction of appropriations compared to previous years. Newly introduced higher **co-financing rates** for Culture co-operation projects as well as for several MEDIA actions, as a response to the urgent liquidity needs of the beneficiaries continue to be relevant due to the lasting impact of the COVID-19 crisis on the sector. The overwhelming response to the 2022 calls, for example under the culture co-operation projects, will result in an important number of ongoing projects in 2023 which may lead to some alleviation of pressure for the next years.

Accessibility, streamlining and administrative simplification are key

The majority of the Programme's target groups is composed of micro- and small organisations with limited access to public funding. In this context, the following simplification measures have been introduced:

¹³ For more information about EU funding programmes relevant for culture, please consult CultureEU <https://culture.ec.europa.eu/funding/cultureeu-funding-guide>

¹⁴ More information about the cultural dimension of national Recovery and Resilience Plans can be found here : https://ec.europa.eu/economy_finance/recovery-and-resilience-scoreboard/assets/thematic_analysis/scoreboard_thematic_analysis_culture.pdf

- wider application of lump-sums, to simplify the management and reporting for beneficiaries and the monitoring of projects. The focus will not be on expenses but on deliverables and results;
- where feasible and relevant, make use of budgetary commitments in multi-annual instalments to reduce administrative burden when providing long-term support to beneficiaries;
- simplified verification of financial capacity;
- several Creative Europe grants are managed through the corporate eGrant system which is a fully paperless and interactive tool, with electronic signatures and correspondence that will facilitate and speed up the administrative processes of the grant management. Beneficiaries and Creative Europe Desks are provided with hands-on guidance on how to use this new tool.

2023 PRIORITIES: CULTURE STRAND

In 2023, the CULTURE strand of the new Creative Europe will continue to be anchored to policy development and EU policy cooperation in the field of culture, notably in line with the objectives of the **2018 New European Agenda for Culture** and the **Council Work Plan for Culture post-2022**. Policy cooperation and actions of the programme will also cover emerging priorities, such as for example the war in Ukraine, and contribution to high-level initiatives such as the New European Bauhaus¹⁵.

The Programme will mainstream through its actions the cross-cutting issues of **inclusion** and **diversity**, notably **gender balance**, and **greening of Creative Europe** (i.e. contributing to the achievement of an overall target of 30% of the Union budget expenditures supporting climate objectives).

In this context, the Programme intends to pursue the following priorities:

- **Resilience and recovery:** in 2023, around 90 million EUR will be allocated to support cooperation projects, circulation of literary works, platforms, pan-European cultural entities and networks in the culture field. These actions are meant to be instruments to help the recovery and resilience of the cultural and creative sectors in light of the COVID-19 crisis. Through these actions, the Programme will support a wide range of projects and initiatives to help cultural operators, artists and workers in the culture field get out from the crisis, with creative ideas and together with partners from all over Europe.
- **Support to Ukraine:** in order to help the Ukrainian cultural and creative sectors¹⁶ suffering from the consequences of the war, a special call will be launched aiming at delivering more immediate relief but also open opportunities for recovery. Ukrainians having had to flee their country should have access to culture and in particular books in their language and the literary translation scheme will support efforts to cater for this basic need. The participation of Ukrainian cultural and creative professionals will also be encouraged in other relevant schemes such as the platform or mobility actions. Support to Ukrainian professionals working on cultural heritage will be provided by means of training, to provide knowledge on state of the art techniques for protection and inventories of cultural heritage, and the preparation of its reconstruction.
- **Innovation and joint creations:** innovation, in a broad sense, is necessary for the evolution of the cultural and creative sectors and their competitiveness. Innovations can be of technological and artistic

¹⁴ https://europa.eu/new-european-bauhaus/index_en

¹⁶ For information and input concerning cultural and creative sectors and Ukraine, please go to : <https://creativesunite.eu/>

nature; they may include the joint creation and production of innovative European works and their dissemination to a wide and diverse audience. Innovations also include the development and experimentation of new practices or models, as well as the transfer and dissemination of innovative practices from more advanced European regions or sectors to other regions in Europe or disciplines. There is therefore a strong link with other EU programmes such as Horizon Europe, EIT Knowledge and Innovation Community (KIC) for Cultural and Creative Industries, Digital Europe etc. Areas of innovation can encompass a social or societal dimension such as audience engagement/development, gender equality or the inclusion of people with disabilities, people belonging to minorities and people belonging to socially marginalised groups, fighting climate change, digitisation, etc.; It can also concern health and well-being, particularly to tackle mental health issues for example as a consequence of the COVID-19 crisis.

- **Cooperation and exchanges of practices:** the Programme will give organisations of all sizes the possibility to cooperate and learn at cross-border level. The cooperation between organisations active in cultural and creative sectors will contribute to: building the capacities of the organisations involved; giving rise to many artistic creations; helping the circulation and dissemination of artists and works; and increasing the initiatives that allow more people to participate in cultural activities and projects.
- **Mobility of artists and their works:** the Programme will help European artists and cultural and creative professionals to connect and work together at European level by supporting (emerging) talents, skills development, innovation and the transnational creation and circulation of European works. As a follow up to the IPortunus scheme, the new mobility instrument, Culture Moves Europe, will also stimulate artistic residencies linked to the New European Bauhaus. In addition, Creative Europe will continue its support to platforms that increase the visibility and the circulation of European emerging artists and works in Europe and beyond.
- **Sectoral approach:** in line with its legal basis, the Programme will continue its sectoral and targeted support to certain sectors. For the **books and publishing** sector, this includes a new initiative namely the European Book Week, including outreach to schools to promote European authors and foster reading among young people. Moreover, sector-specific priorities will be identified in the framework of the European Cooperation projects as a complement to the horizontal priorities: 20% of the budget allocated to this action will finance projects targeting such sector-specific priorities. In continuity with 2022, sector-specific priorities will be identified for the following sectors: music, books and publishing, architecture, cultural heritage as well as fashion and design.
- **Key players and multipliers:** the Programme will invest in activities that encourage the scaling up of Europe's cultural and creative sectors at European and global levels, for instance by supporting their international presence, marketing and branding. It will support Europe-wide or international networks of organisations and individual artists that help developing creative capacities of artists and industry professionals; collect and disseminate data, information, practices, ideas and solutions; provide training and advice to professionals; represent the sectors at national and European level and advocate on their behalf on key sectoral issues. Moreover, the programme will support innovative models of cooperation in the area of international cultural relations through the special action European Spaces of Culture led by the network of EU National Institutes for Culture (EUNIC).

Special actions

- In 2023, the Culture strand of Creative Europe will continue to support the organisation of **four**

yearly European prizes in the areas of music, literature, architecture and cultural heritage¹⁷, in the form of grants. The winners of the prizes will come from countries participating in the Creative Europe Programme. More emphasis is given to facilitating knowledge sharing among winners and Prize organisers as well as on providing opportunities for networking, debate and showcasing achievements. In addition a greater use of social media channels and new technologies is enhanced, as a part of a wider, explicit communication strategy.

- **European Capitals of Culture (ECOC)** remain a flagship EU action with a positive effect on local economies and societies. Building on the exceptional cultural richness and great diversity of Europe and its cities and regions, this action, governed by an ad-hoc legal basis (Decision 445/2014/EU) but depending on Creative Europe for its funding, aims in particular at increasing citizens' sense of belonging to a common cultural area and at fostering the contribution of culture to the long-term development of cities. European Capitals of Culture form a resourceful laboratory for policy reflection and experimentation on culture and Europe at city level, promoting sustainability, participatory approaches and cross-sectoral linkages, in line with the principles of the New European Bauhaus initiative. The Commission will continue promoting this action in various ways, in particular through the award of the Melina Mercouri Prize to cities designated for the title in year 2024 as well as through financial support given to the work of the Expert panel that is established to carry out the selection and monitoring procedures of ECOC cities.
- The **European Heritage Label** remains one of the most valuable EU initiatives to strengthen the European citizens' sense of belonging to the Union, the focus on the European dimension of cultural heritage sites and the common values they represent being a distinctive feature of the action. The action is governed by the Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011 and funds, under the Creative Europe programme, the European panel of independent experts established to carry out the selection and the monitoring at Union level and communication activities on the European Heritage Label. Following a successful selection year in 2021, with 12 new sites, the Commission focused in 2022 on strengthening the initiative to prepare the second decade of its implementation. Beside hosting the 2021 EHL Award Ceremony, it held consultations with the EHL stakeholders and launched an open call for proposal in June 2022 to support the creation of a EHL network. Through these actions, the Commission continues to foster networking and capacity building activities for the European Heritage Label sites. Under the 2022 Call for proposals, the scope of the activities was enlarged to increase the visibility and impact of the European Heritage Label in the medium term. In 2023 the Commission foresees a new EHL Selection process at European Level.

2023 PRIORITIES: MEDIA STRAND

In order to steer MEDIA support in these challenging times we have monitored closely the results of implementation so far, on the basis of the evaluation of the Calls for proposals launched under the WP 2021 and the feedback received from Desks. We have also maintained our ongoing dialogue with the stakeholders to take into account the evolution of the market and business practices.

Also, the frontloaded budget curve of the programme has allowed launching several multi-annual actions in 2021 and 2022 which will still be in full deployment in 2023 and therefore do not need to be funded in the WP 2023. These include:

¹⁷ In 2023, the prizes for music, literature and cultural heritage will be implemented via a financing decision made under Creative Europe in 2021.

- Business cluster: Talents and Skills; Markets and Networking; MEDIA 360
- Audience cluster: Networks of European Festivals; European VOD networks and operators

Building on the WP 2021 and WP 2022 the Programme intends to pursue the following priorities and actions in 2023.

War in Ukraine and effects on the audiovisual sector: The audiovisual sector in Ukraine has played a key role in promoting cultural diversity and shaping civil society. Although it is difficult to foresee developments and consequences of the Russia's full-scale invasion of Ukraine, Creative Europe MEDIA will endeavour to support the audiovisual sector and audiovisual professionals affected. Ukraine partially participates in MEDIA and in this framework cooperation will be pursued through the MEDIA actions on festivals, audience development and training. In implementing this support due account will be taken of the developing situation.

Recovery and transformation

The MEDIA strand will continue to support the recovery of the audiovisual industry from the severe impacts of the COVID-19 crisis. The cinema sector in particular continues to be well below the pre-pandemic levels of admissions.

The 2023 WP will build on the good progress made thus far in implementing the Media and Audiovisual Action Plan. In particular it will develop the MediaInvest equity investment platform; take forward the European Virtual and Augmented Reality industrial coalition; pursue the dialogue with industry on contributing to climate neutrality; continue fostering European media talents including by promoting diversity and supporting media start-ups; strengthening media literacy actions; and facilitating strengthened cooperation within the European Regulators Group for Audiovisual Media Services (ERGA).

Cross cutting issues

A structured dialogue convened by the Commission with stakeholders on greening has made good progress so far. There is consensus on the objective of reducing carbon emissions and the need to coordinate efforts at European level in order to increase coherence, consistency and impact. It has been agreed to develop together a common emissions measurement methodology, funded by Creative Europe MEDIA.

MEDIA will continue to promote diversity and inclusiveness. Following the introduction of incentives for the integration of strategies of diversity and inclusiveness in MEDIA projects it is necessary to assess the practices of selected applicants and monitor progress. This analysis may, according to the results, lead to the related award criteria being adapted for future Work Programmes. Also best practices may be identified and shared with audiovisual stakeholders.

Enhancing the European added value of MEDIA

- a) Broadening participation and fostering collaboration and nurturing talent wherever located

For MEDIA, providing a more level playing field, which broadens the participation of countries with different audio-visual capacities and strengthens cross-border collaboration, is part of its European added value, as set out in the legal base. The level playing field measures established in the WP 2021 and WP 2022 will be maintained. Meanwhile, as foreseen, a study is being prepared to provide insights on audiovisual capacity in each Member State and make recommendations for possible future measures.

For the WP 2023 the low capacity countries (LCC) continue to be grouped into two sub-categories presented in the table below:

LCC Group A	CZ, EE, EL, HR, PL, PT, RO
LCC Group B	BG, CY, HU, LU, LV, LT, MT, SI, SK

The following third countries are also considered within Group B, subject to the conditions being fulfilled for their participation in the MEDIA strand:

Albania, Bosnia and Herzegovina, Georgia, Iceland, Lichtenstein, Montenegro, North Macedonia, Republic of Serbia, and Ukraine.

The following level playing field (LPF) measures will continue to be taken in the WP 2023:

Action	LPF measure
Content Cluster	
Mini-Slate	Only LCCs are eligible, both Group A and Group B
European Co-development	European dimension of the collaboration, in particular concerning the cooperation between countries with different market sizes and including a partner from LCC Group A or Group B, as well as the linguistic and geographical diversity (maximum 10 points)
TV and Online	European co-production (maximum 5 points): <ul style="list-style-type: none"> • Existence of European co-production between two production companies from different countries • Level of cooperation on creative aspects • Level of cooperation between countries from different market sizes, including a partner from LCC Group A or Group B and distribution of the MEDIA grant among co-producers
Business Cluster	
Media Stands	Objective: Facilitate the access for newcomers, as well as companies from lower audiovisual capacity countries Group B to participate in the major audiovisual markets and trade fairs.
Audience Cluster	
European Festivals	50% of the programming must be devoted to non-national films and audiovisual works from countries participating to the MEDIA strand and presenting a geographical diverse coverage of at least 15 from these countries including LCC Group A or Group B Incentives for geographical coverage within the network including a diverse participation of countries
Films on the move	Eligible activities: A minimum of 7 different distributors must be attached to the project out of which at least 2 must originate from lower audiovisual capacity countries Group A or Group B.

b) Ensuring economies of scale and creating leverage

MEDIA will focus on trans-national cooperation, where support from national support programmes is limited. Support actions will continue to bring together different players from different Member States thus sustaining a European ecosystem for audiovisual.

Also, some blending of resources from MEDIA and the InvestEU budgetary guarantee, aiming at mobilising resources from private investors is an effective way of building economies of scale and creating an important

leverage effect. Increased equity investments are a key way of addressing the important gaps in financing¹⁸ faced by Europe's independent producers and distributors. In turn this will strengthen the retention of intellectual property and independent growth strategies. Following the launch of the MediaInvest Call in March 2022, continued support is needed to respond to market interest and build momentum.

Clusters

To ensure more flexibility in the actions supported and to encourage cooperation among the different parts of the audiovisual value-chain, the priorities are structured around clusters. These clusters are defined around the ultimate goal they intend to pursue, namely:

- **Content:** Encouraging collaboration and innovation in the creation and production of high quality European audiovisual works, reinforcing the capacity of independent producers to retain rights and exploit them globally, thus reinforcing EU media brands.
- **Business:** Promoting business innovation, competitiveness, scalability, and talents in the European audiovisual sector in order to strengthen its position vis-à-vis its global competitors.
- **Audiences:** Strengthening the accessibility and visibility of European audiovisual works by their potential audiences through all distribution channels and platforms.
- **Policy:** Supporting policy actions towards Europe's audiovisual industry through policy discussion/exchange fora, studies, awareness raising, outreach and reports.

Also, as transversal priorities, MEDIA will support in a structured way the audiovisual industry's contribution to the key societal issues of the green transition and inclusion and diversity.

These priorities are presented in more detail below.

a) Content cluster

The priority continues to be on supporting actions with a strong European added value. This means encouraging cross-border cooperation among producers and content developers and stimulating innovation in terms of content, in particular through high quality storytelling, business models, and use of technology by content companies.

There has overall been a good response to the new generation of actions funded in the WP 2021 thus confirming their relevance to the needs and opportunities of the industry. Nonetheless some implementing modalities can be adjusted and outreach activities can be increased in order to respond to some concerns.

Support to **Co-development** will continue to enable scaling up of projects and allow producers from different countries to start working together at development phase, with an expected increase of the quality and market potential of the final works. However, communication through the Agency and the Desks will be increased in order to build on the results of the first Call and strengthen the overall quality of applications, in particular in terms of joint proposals. The co-financing rate will be increased to 70% in line with other Development support to ensure its attractiveness.

¹⁸ Ex-ante evaluation of new financial instruments for SMEs, mid-caps and organisations from the cultural and creative sectors, SQW, 2019

European slate development will continue to incentivise production companies to build a portfolio of 3 to 5 works, thereby increasing creative options and favouring quality. This should also allow production companies to reduce risks and increase their capacity to attract and retain talents, ultimately promoting long-term growth strategies. Beneficiaries will also be encouraged to support emerging talents by producing a short film. It is welcome that over 10% of applications and about 8% of awards were from lower capacity countries, under the Call for the WP 2021, as this shows a strengthening of the capacity of these companies.

The **European mini-slate development** action has been successful in attracting quality proposals from lower capacity countries. By encouraging a limited portfolio approach (2 to 3 works) this support takes into account the size and specificities of their markets by offering a pathway to scale up, develop business strategies, invest in creativity and increase production capacity. It is thus proposed to continue this action.

Support to **video games and immersive content development** will continue to focus on works with a high level of originality and innovative and creative value that have ambition and wide cross-border potential to reach European and international markets.

Support to **TV and online content** will focus on providing opportunities to independent producers to take the initiative and pursue their own original productions. MEDIA will reinforce the capacity of European independent producers to retain and exploit intellectual property rights. Co-productions will be incentivized. VOD services may also be involved, alongside broadcasters, for the production and dissemination of works. Certain modalities introduced with the WP 2022 will be continued (increased co-financing rate, definition of confirmed broadcasters and confirmed financing clarified in the call, two deadlines call, longer period between call publication and deadlines).

b) Business cluster

This cluster of measures promotes business innovation, scalability, and talents across the value chain. Specific groups driving the internationalisation of the sector – such as distributors and sales agents – and key market and networking initiatives will receive targeted support, with a view to strengthening the cross-border collaboration, learning and knowledge-sharing which allow the industry to grow beyond its national territories.

No Calls will be funded for **Talents and skills, Markets & Networking** and **MEDIA 360** under the WP 2023 because multi-annual projects funded under the WP 2022 are ongoing. This approach has made it possible to maintain a stable level of funding, taking into account the front loading of the budget in 2021-2022.

European Film Distribution will provide significant support to the distribution sector for non-national European films. Theatrical distribution is fundamental for visibility of audiovisual works and their revenues. Nevertheless, given the accelerating growth in online audiences there is a need to better promote European films on platforms to strengthen visibility of non-national European works. In particular, the support under this action to promotion and advertising will be also be dedicated to costs of online releases, including investments in specific promotion material and campaigns. Also, in line with the ongoing recovery from the COVID-19 crisis the scheme will resume its normal call cycle with the fund generation based on the previous year's admissions. In the course of 2022, the Commission will continue monitoring the figures of the cinema and online distribution to take stock of the pace of the post COVID-19 recovery and calibrate the support accordingly, if need be.

The **European Film Sales** action will continue with a return to the normal Call cycle with the fund generation based on the previous year's admissions.

The support to **Innovative tools and business models** is very relevant given the many innovations in the audiovisual market, including a convergence between different formats e.g. promotion of films in video games and on virtual reality. The focus on start-ups as leading organizations for innovative projects has brought

positive results. Therefore it is proposed to maintain annual funding, despite ongoing multiannual projects, in order to rapidly respond to opportunities.

MEDIA Stands will continue to encourage transnational business-to-business exchanges by providing services including promotional activities at major audiovisual markets and fairs. The access of newcomers, as well as of countries with a lower capacity shall be encouraged.

c) Audience cluster

The objective of the Audience cluster is to connect European audiovisual works with their audiences and to support audience development by:

- Stimulating audience growth in cinema theatres and on all platforms
- Engaging new audiences, in particular young people
- Promoting access to a diverse range of European works

A **network of European cinemas** will continue to be supported, with the aim of increasing audiences for European works through incentives and collaborative projects. Funding will promote innovative approaches to the cinematic experience that combines visibility for European works and the largest audience outreach. Cinema theatres will be encouraged to provide innovative ways of ensuring audiences for European works. New activities such as “collaborate to innovate”, which enable collaboration between cinemas, have been successful and will continue.

Support will be given to **festivals** which screen a significant proportion of non-national European films. Funding will be given to individual festivals in the form of a biannual grant with a view to providing more stable funding. Support to individual festivals under this 2023 Work Programme will subsequently be complemented in 2024 by support to European networks of festivals, building on the successful networks funded previously.

There will be no Call for **European VOD networks and operators** in 2023 as multi-annual projects are ongoing.

Films on the move will continue to support theatrical and online distribution of non-national European films. Funding for pan-European distribution strategies coordinated by European companies will focus on emerging talents and films for new audiences. Costs for marketing, branding, distribution and exhibition of audiovisual works will continue to be financed for theatrical and/or online releases. The use of data analytics to strengthen the effectiveness of promotion campaigns will be introduced. At the same time the availability, discoverability and prominence of works online will be encouraged, to make the most of the possibilities for reaching wider audiences. Furthermore, in order to further promote cross-border availability of content, and in addition to the existing support for local language versions, support will be given to the acquisition of English language versions.

Subtitling of cultural content will be supported to increase the circulation of the European cultural programming across Europe. This action will support the provision of subtitles on diverse European cultural content. It will be implemented through a direct grant to Arte.tv platform, due to the high degree of specialisation required. It shall also aim at guaranteeing the online dissemination of this subtitled content.

Funding of **audience development and film education** has great potential to stimulate the interest of audiences, in particular young audiences, in European films and audiovisual works. This action will aim to build on the good quality projects supported under the WP 2021. Supported projects should reach a pan-European audience whilst activities to be funded shall include audience oriented events and innovative or cross-border film education initiatives. Cooperation between film institutions and online platforms will be encouraged.

d) Policy support cluster

A common European approach to the challenges for audiovisual policy will help to develop a European audiovisual market.

The objectives of this cluster are to:

- support innovative policy actions and exchange of best practices through data gathering and forward looking studies that can provide insights on future trends;
- promote stakeholder engagement, dissemination activities and awareness campaigns related to European content.

High quality **market and legal analysis and data** will be funded. Membership of and cooperation with the European Audiovisual Observatory will continue to be supported. A study will be launched in 2022 (financed under the WP 2022) to provide up to date insights on audiovisual capacity in each Member State as regards production, distribution and audiences.

Policy exchanges and cooperation will be supported in key areas, notably on the implementation of the AVMSD and cooperation among national regulatory bodies through the European Regulators Group for Audiovisual Media Services. Also, relevant experts will be convened on policy priorities in Creative Europe MEDIA notably in the area of the access to finance, digital and green transitions as well as diversity and gender balance.

Communication and engagement with industry and citizens will be funded to ensure visibility and understanding of the Programme. Activities will include the European Film Forum in key industry events as well as high level intelligence gathering on future trends.

Audience outreach activities and awareness campaigns will be further pursued by showcasing European gems, through European Prizes such as the Lux Audience Award of the European Parliament and the European Film Award. These activities will include the promotion of the European film heritage through the continuation of the Season of Classics project.

2023 PRIORITIES: CROSS SECTORAL STRAND

In line with the objectives of the Programme referred to in Article 3 of the Regulation, the "CROSS SECTORAL strand" shall have the following priorities:

- to support **cross sectoral transnational policy cooperation** including on promoting the role of culture for social inclusion and on artistic freedom and promote the visibility of the Programme and support the transferability of results;
- to encourage **innovative approaches** to content creation, access, distribution, and promotion across cultural and creative sectors and with other sectors, including by taking into account the digital transition, covering both market and non-market dimensions;
- to support adjustments to the structural and technological changes faced by the **news media**, including enhancing a free, diverse, and pluralistic media environment, quality journalism and media literacy, including in the digital environment;
- to support the establishment and activities of **Programme Desks** in participating countries and to stimulate cross-border cooperation and the exchange of best practices within the cultural and creative sectors.

I. Transnational policy cooperation

Actions to be implemented include:

Presidency conferences: In line with previous practice, the Programme will support Presidency conferences in the fields of culture and media respectively, organised by the two Member States holding the Presidency of the Council.

Policy dialogue on news media: News media transparency and freedom being a full part of the Programme (under the cross sectoral strand) and given its high political visibility, there is a need to engage in a dialogue with the sector and the Member States as a complement to the financial support provided (see section 3). This will be ensured, among others, through two European News Media Forums in 2023 and outreach events. Events and communication material concerning news media will also be supported.

II. Cross sectoral innovative approach

A “**Creative Innovation Lab**” call for proposals will be launched to respond to the common challenges and opportunities of the digital transition across the cultural and creative sectors. The Lab will bring together stakeholders from audiovisual, cultural and creative industries and the technology sphere, to collaborate and undertake projects to deploy innovative digital solutions. It shall facilitate the creation or use of innovative solutions such as tools, models and methodologies that can apply to the audiovisual sector and other cultural and creative sectors.

Projects should focus on i) creative processes ii) business issues such as rights management, monetisation and use of data iii) greening and circular economy thinking, including innovation for sustainability, inclusion and well-being in line with the priorities of the new European Bauhaus.

III. Support to the news media sector

As readers have shifted to online sources and traditional news outlets have lost advertising revenues, the economic sustainability of professional journalism has come under pressure, with the number of employed journalists in the EU decreasing from 450.000 in 2008 to approximately 300.000 in 2017.¹⁹ In this context, **media pluralism** has been weakened as newspapers, in particular at the local level, have had to close down, leading to “news deserts” in some places. While the COVID-19 crisis has accelerated these trends, it has also renewed demand for quality journalism and media pluralism.

In the context of Russia’s full-scale invasion of Ukraine it is more important than ever for European media to work together, including with their Ukrainian colleagues, to provide trustworthy news and uphold freedom of expression. Our support will continue to enable that.

In 2023, the actions foreseen will focus on:

- **Journalism Partnerships:** support for projects that create systematic collaborations among media to address current challenges for the production, impact and monetisation of quality journalism and news media (Journalism Partnerships – Collaborations); support organisations active in media in

¹⁹ VVA, 2020. Calculations based on Eurostat data. <https://digital-strategy.ec.europa.eu/en/library/media-coverage-european-affairs-final-report>

setting up supporting schemes for news media organisations and independent journalism, as well as other capacity-building measures (Journalism Partnerships – Pluralism);

- Monitoring media freedom and pluralism - continued support for the Media Pluralism Monitor;
- support for projects that enable knowledge sharing on media literacy across borders.

These actions incentivise more structured collaboration between the beneficiaries and stimulate the exchange of best practices which can help the media sector become more sustainable and resilient. All actions respect the independence of the media and will have to abide by professional editorial standards.

IV. Creative Europe Desks

The “**Creative Europe Desks**” network under the new Creative Europe Programme represents the continuation and evolution of the existing network. The Creative Europe Desks provide a wide range of services from promoting, encouraging and facilitating cross-border cooperation to assisting organisations with their applications, organising specific info-days and workshops as well as advising potential applicants. Desks are designated by participating countries and therefore have a variety of structures.

The Commission will conclude a multiannual agreement with appointed Creative Europe Desks, subject to available budget appropriations.

Part II – Implementation of the Programme

This part details how the different sections of the programme will be implemented in 2023.

Budget Lines and Basic Act

07 05 01	CULTURE Strand
07 05 02	MEDIA Strand
07 05 03	CROSS SECTORAL Strand
Basic act	Regulation of the European Parliament and of the Council establishing the Creative Europe Programme (2021 to 2027) (hereafter "the Regulation")

1. **METHODS OF INTERVENTION**

On the basis of the objectives given in the Creative Europe Regulation, the 2023 Work Programme will be implemented through:

- Grants
- Prizes
- Procurements
- Indirect management (including Blending)
- Other actions

GRANTS

Calls for proposals will be published by the European Commission or by the European Education and Culture Executive Agency, after the adoption of the financing decision, in accordance with Article 189 (1) of the Financial Regulation.

The calls for proposals managed by the European Education and Culture Executive Agency will provide detailed information on application and selection procedures, criteria and other modalities aiming to assist those interested in developing projects or receiving financial support under the Programme and to help them understand its objectives and the supported actions. Calls for proposals implemented under the Culture, MEDIA and Cross sectoral strands may be implemented through financial support to third parties. The amount allocated to a third party cannot exceed EUR 60 000 per entity and per year, except if specified differently in the grant description below. This funding must be managed in line with the rules on activities as defined in the call.

Some grants will be awarded in accordance with indents (d) and (f) of Article 195 of the Financial Regulation.

Some grants will be financed through simplified forms of grants (lump sums), in accordance with Article 181 of the Financial Regulation. In accordance with these financial rules, the methodology used to establish the simplified forms of grants and their levels ensures the respect of the principle of sound financing management and reasonable compliance with the principles of co-financing and no double funding.

PRIZES

The Melina Mercouri prize will be awarded to European Capitals of Culture in accordance with Title IX FR.

PROCUREMENTS

This Work Programme includes actions that will be implemented by public procurement procedures (via calls for tenders or the use of framework contracts) (Title VII FR).

For actions implemented through framework contracts (FWC), in case existing FWC cannot be used, the

Commission will consider publishing calls for tender to award new FWC, or launching a negotiated procedure in accordance with point (a) or (e) of point 11 or point 14.4 or point 39 of Annex I to the FR.

INDIRECT MANAGEMENT (INCLUDING BLENDING)

With reference to International Organisations, the Commission may entrust them budget implementation tasks via the conclusion of Contribution Agreements under indirect management mode in accordance with Articles 62 (1)(c) and 154 of the FR.

As per Article 2(3) of the Creative Europe Regulation, 'blending operation' means actions supported by the EU budget, including within blending facilities pursuant to Article 2(6) of the Financial Regulation, combining non-repayable forms of support and financial instruments from the EU budget with repayable forms of support from development or other public finance institutions, as well as from commercial finance institutions and investors.

OTHER ACTIONS

This Work Programme includes costs related to the experts involved in the assessment, monitoring and evaluation of the projects.

2. CULTURE

GRANTS IN THE CULTURE STRAND

1.1 EUROPEAN COOPERATION PROJECTS

Index reference in budget table (WPI): 1.01

This action will support projects involving a large diversity of players active in different cultural and creative sectors, to carry out a broad spectrum of activities and initiatives. The action is anchored in the policy framework of the Culture strand of the Creative Europe Programme and its cross-cutting issues (inclusiveness, reduction of environmental impact and gender equality). Furthermore, the appropriate calls will include topics and thematic priorities relevant to the New European Bauhaus.

The consequences of the war in Ukraine on its population and on the cultural and creative sectors of that country should be taken into account as much as possible in the project proposals.

European cooperation projects are open to all the cultural and creative sectors. However, considering that this action aims at pursuing the objectives of the Culture strand of the Programme, projects involving exclusively organisations from the audio-visual sector and projects of an exclusive audiovisual content are not targeted for funding under it.

Depending on the number of organisations involved, projects supported can be small, medium or large scale. Small-scale projects are particularly suitable to promote the access of grassroots organisations and support them in the creation of new partnerships and development of new activities and innovative ideas, such as festivals, art fairs, exhibitions, performances, etc.).

Support will be given to cooperation projects contributing to the following objectives:

- to strengthen the transnational creation and circulation of European works and artists;
- to enhance the capacity of European cultural and creative sectors to nurture talents, to innovate, to prosper and to generate jobs and growth.

In addition, priority will be given to projects addressing at least one of the following priorities:

1. Audience
2. Social inclusion
3. Sustainability
4. Digital
5. International dimension
6. Annual priorities: sector-specific capacity building and training activities relevant to the following sectors: cultural heritage, music, book and publishing, architecture, fashion and design, sustainable cultural tourism. Indicatively 20% of the budget of the action will be used to support projects addressing these sector-specific activities.

Type of applicants:

Applicants must be legal entities established and officially registered in a country participating in the Creative Europe Programme. The coordinating entity must have had a legal existence for at least 2 years on the date of the deadline for submission of applications.

Expected results:

This action is expected to foster cooperation between organisations active in the culture field, to increase the European dimension of creation and circulation of European artistic content as well as to encourage the development, experimentation, dissemination or application of new and innovative practices.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through a call for proposals	63 455 785

1.2 CIRCULATION OF EUROPEAN LITERARY WORKS

Index reference in budget table (WPI): 1.14

This action will support projects that will translate, publish, distribute and promote works of fiction. Selected projects will contribute to the following objectives:

- strengthening the transnational circulation and diversity of European literary works;
- encouraging the translation and promotion of works in lesser-used languages to increase their circulation to larger markets in Europe and beyond;
- reaching new audiences for European literary works in Europe and beyond;
- strengthening the competitiveness of the book sector by encouraging cooperation within the book value chain.

The principle of fair remuneration of writers and translators should be respected, in line with the report “Translators on the cover”²⁰ by the EU Member States’ experts group on multilingualism and translation mandated by the Council under the Open Method of Coordination.

Considering the exceptional circumstances in Europe, projects with the objective of providing European or Ukrainian books in Ukrainian language to Ukrainian refugees and displaced people will be encouraged. The printing in Ukrainian of (non-translated) Ukrainian books will exceptionally be eligible.

Type of applicants:

Applicants must be legal entities established and officially registered in an eligible country, and be active in the publishing and book sector. Applicants must have had a legal existence for at least 2 years on the date of the deadline for submission of applications.

Expected results:

The action will target around 40 projects including the translation and promotion of a package of at least 5 eligible works of fiction and encouraging collaboration between authors, translators, publishers, distributors, booksellers libraries and festival events.

²⁰ <https://op.europa.eu/en/publication-detail/-/publication/a4059b86-8317-11ec-8c40-01aa75ed71a1/language-en>

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through a call for proposals	5 000 000

1.3 SUPPORT TO THE UKRAINIAN REFUGEES AND THE UKRAINIAN CULTURAL AND CREATIVE SECTORS

Index reference in budget table (WPI): 1.09

Culture is one of the building blocks of any nation. Cultural expression and access to culture are indispensable elements to live and help us deal with traumatic events, build individual and collective resilience and a perspective for a post-war future.

The war in Ukraine has devastating effects on the Ukrainian cultural heritage and on cultural organisations and artists that cannot operate and reach out to their national and international audience. Additionally, many Ukrainian people and children in particular refugees will not be able to return to their pre-war locations because of destruction and will have to interact with their new communities to facilitate their reciprocal integration. In this sense, culture and the arts have proven to be an efficient tool to connect people from different background and facilitate integration.

The objective of the special call is to help the Ukrainian CCS organisations, artists and professionals to cooperate with other Creative Europe countries to address the above mentioned challenges in the short and medium term. Support will be given to co-operation projects organised in partnerships composed of at least one Ukrainian organisation and at least one organisation based in another Creative Europe country. Creative Europe's co-financing rate will be set at 90%. Projects will have a duration of 3 years maximum to deliver results quickly.

Support will be given to co-operation projects contributing to the following objectives:

In the short term :

- Supporting Ukrainian artists and cultural organisations to create and showcase their art and works in Ukraine and Europe and participating countries;
- Helping Ukrainian displaced people – in particular children, in Ukraine or Creative Europe participating countries, have access to culture and facilitate their reciprocal integration into their new communities through culture.

In the medium term

- to prepare the post-war recovery of the Ukrainian cultural sectors through needs assessments, capacity building and investment planning;
- to prepare and train Ukrainian cultural heritage professionals with regard to the protection of Ukrainian cultural heritage from risks.

Type of applicants:

Applicants must be legal entities established and officially registered in a country participating in the Creative Europe Programme.

Expected results:

This action is expected to reinforce Cultural cooperation between Ukraine and other Creative Europe countries and to encourage the development, experimentation, dissemination or application of concrete practices on how culture and the arts can contribute to war-time resilience and post-war recovery.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through a call for proposals	5 000 000

1.4 FLIP (FINANCE, INNOVATION, LEARNING AND PATENTING/IPR) POLICY PROJECT GRANT

Index reference in budget table (WPI): 1.10

Cultural and Creative sectors and industries (CCSIs) have been facing a series of challenges due to crises situations and transformation of working conditions. Access to finance and the use of intellectual property rights, innovation, new ways of learning and collaborating with creative hubs and other « third places » has become important for institutions like schools and are key enabling factors for the sectors today. Precarious working conditions of artists and creative professionals remain a major challenge; so are the greening of CCSIs, sustainability, gender issues and participatory governance, among others.

Objectives :

Building upon the results of the European Parliament’s Pilot Project and the Preparatory Action FLIP (Finance, Innovation, Learning and Patenting/IPR), the objective of the call is to elaborate common responses to challenges faced by cultural and creative sectors’ professionals, to support the pooling of information, to test innovative approaches and to closely link the sectors to policy-making via joint workshops and other activities. FLIP topics, i.e. Finance, Learning, Innovation and IPR including creative commons should be further developed. An important objective of the call is to enhance EU actions for cultural and creative sectors’ in particular also CCS actions for Ukraine, COVID-19crisis reaction and resilience, link to the New European Bauhaus, the European Green Deal, the EU Pact for Skills Creative Skills Partnership for CCIs, etc.

Eligible activities :

To achieve this, the following activities will be eligible :

- Peer exchanges, learning labs, community partnering activities and linking different actors, such as creative hubs and their communities, schools, fablabs, cultural centres, refugee centers, as well as local/regional authorities
- Organisation of conferences, workshops, seminars, study-visits, meetings
- Training and skills development activities
- Outreach and communication activities, webpage/platform, social media
- Actions aiming at exchanges of good practices, guidelines, recommendations, manuals, reports, surveys

Type of applicants:

Applicants must be legal entities established and officially registered in a country participating in the Creative Europe Programme. The coordinating entity must have had a legal existence for at least 2 years on the date of the deadline for submission of applications. Applicants should specify how they are going to achieve a wide geographical coverage through meaningful active and continuous joint activities and exchanges, involving a wide range of European and neighbouring countries as well as a wide sectoral and cross sectoral coverage.

In order to be eligible, a proposal must be submitted by a consortium composed of at least 4 different legal entities of different eligible countries mainly active in the cultural and creative sectors. The grant agreement resulting from this call for proposals will be assigned to one single project. The project duration is 3 years.

Expected results:

- Improved common responses to challenges faced by cultural and creative sectors’ professionals
- Increased available information on cultural and creative sectors crisis-response initiatives
- Strengthened trans-national and cross sectoral cooperation within the cultural and creative sectors and other stakeholders
- Development and testing of innovative approaches, closer links of cultural and creative sectors to policy-making and funding programmes and increased synergies
- Enhanced cultural and creative education, access to finance, skills and readiness for the job market for CCSIs
- Enhanced exchanges of experience, peer learning, skills development and practical testing and cooperation opportunities
- Improved statistics and data on CCIs, as well as qualitative data
- Recommendations for further policy making at EU, national, regional and local levels

Main funding conditions:

The Commission will make a multiannual commitment with annual instalments (article 112.2 FR) for the period 2023-2025 (three years), subject to available budget appropriations.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through a call for proposals	1 050 000 for the period 2023-25 350 000 for 2023

1.5. COOPERATION WITH THE INTERNATIONAL COUNCIL OF MUSEUMS

Index reference in budget table (WPI): 1.08

Activities aiming to protect cultural heritage institutions against theft and looting will make an integral part of the Action Plan against Trafficking in cultural goods to be adopted later this year²¹.

Every country needs to strengthen the means to protect culture, mitigate risks and salvage what can be saved as testimonies of the past and, in this area, museum professionals have an obvious role to play. In this respect, the International Council of Museums will be the partner selected in accordance with the Art. 195(f) of the Financial Regulation as it unites the conditions required in this provision.

Founded in 1946 and established as a non-profit organisation subject to French law, the International Council of Museums (ICOM) is a non-governmental organisation of museums and museum professionals committed to the research, conservation, continuation and communication to society of the world’s natural and cultural heritage, present, and future, tangible and intangible. .

ICOM’s mission for heritage protection is unique and carried out at global level, in particular as regards the

²¹ Have your say initiative

protection of museums and their collections. It is the only organisation having developed practical tools to support the fight against trafficking against cultural goods as for example:

- object identification,
- red lists of cultural objects at risk,
- an International Observatory which is a worldwide cooperation platform to share information on and promote cooperation in the fight against illicit traffic.

Objectives:

The objective of the grant agreement will be twofold. First, to improve the access to the relevant information about illicit trafficking in cultural goods by updating the Observatory. Second, it will be to improve the capacities to identify and prevent theft and looting from the most vulnerable cultural heritage institutions.

Eligible activities :

Observatory:

- Upgrade of the Observatory to keep it relevant and available for easy consultation from a mobile device.
- Revision of the information. Since 2015, several topics such as due diligence but also Disaster Risk Management or even the financing of terrorism, have been directly linked to the fight against illicit traffic in cultural goods and such information needs to be more visible.
- Revision of the database, for example in the filters in the menu or even the sorting of the search results which need to be improved to help the user.

Capacity building:

- Capacity building for staff with training in topics particularly relevant for the fight against illicit trafficking of cultural property such as: preventive conservation, management and updating of collection documentation system, development management of an emergency plan for the safeguarding of collections and people in the cultural heritage institution, management of cultural heritage institution's storages.
- Operational measures to fight illicit trafficking such as: creation/ update of emergency plans (security/safety system, surveillance, maintenance, evacuation of collections), systematic documentation system (creation or updating of inventory numbers, inventory registers, digitisation of the collections, etc.).

Expected results:

- Observatory full up to date, database and information revised, full compatibility with mobile devices;
- Selected cultural heritage institution will be better equipped to face situations of emergency and confront illicit trafficking in cultural goods.

Main funding conditions:

The Commission will conclude a grant agreement with the International Council of Museums on the basis of Art. Art. 195(f) of the Financial Regulation with the International Council of Museums, based on their unique expertise and specific tools.

The Commission will make a multiannual commitment with annual instalments (article 112.2 FR) for the period 2023-2025 (three years), subject to available budget appropriations.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through the award of a grant without a call for proposals on the basis of article 195(f) of the FR	850 000 for the period 2023-25 283 333 for 2023

1.6 EUROPEAN SPACES OF CULTURE

Index reference in budget table (WPI): 1.07

This special action is a follow-up of the preparatory action with the same name, funded by the European Parliament and implemented by DG EAC from 2018-23. The action aims to find new ways of collaboration in cultural relations, following a number of guiding principles, which reflect the EU strategy for international cultural relations:

- Encourage people-to-people contacts through a bottom-up approach, based on local consultation and co-creation;
- Go beyond projection of the diversity of European cultures;
- Focus on the process as well as on outputs and outcomes: a new spirit of dialogue, mutual listening and learning, where partners are on equal footing and engage in a joint capacity building process.

The action consists of funding pilot projects co-created by EUNIC members, EU Delegations and local partners in countries outside the EU, based on equal partnerships of all concerned, as well as to gathering policy and practice recommendations.

The implementation will be done by EUNIC, the network of EU National Institutes for Culture on the basis of Article 195(f) of FR due to its unique expertise and network of all the EU national cultural institutes. EUNIC is the only existing network of EU national cultural institutions from each and every EU Member State, in total 38 members organised in 133 clusters present in over 100 countries worldwide.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through the award of a grant without a call for proposals on the basis of article 195(f) of FR	750 000

1.7 OTHER GRANTS WITH MULTI-ANNUAL COMMITMENTS

Index reference in budget table (WPI): [1.02, 1.03, 1.04, 1.12, 1.15 and 1.17]

For information, in 2023, a further annual commitment will be undertaken for the following multi-annual actions launched and contracted under the Annual Work Programme 2021:

Implementing body	Action	Call for proposal (reference)	2023 Annual Instalment (Indicative amount - EUR)
EACEA	European Platforms for the promotion of emerging artists (WPI 1.02)	CREA/CULT/2021/PLAT	11 000 000
EACEA	European Networks of cultural and creative organisations (WPI 1.03)	CREA/CULT/2021/NET	9 000 000
EACEA	Pan-European cultural entities (WPI 1.04)	CREA/CULT/2021/PECE	1 800 000
EAC	EU Prize for Culture Heritage (WPI 1.12)	EAC/S14/2021	450 000

EAC	EU Prize for Literature (WPI 1.15)	EAC/S15/2021	600 000
EAC	EU Prize for popular and contemporary Music ((WPI 1.17)	EAC/S13/2021	600 000

1.8 TRAINING FOR CULTURAL HERITAGE PROFESSIONALS IN UKRAINE

Index reference in budget table (WPI): 1.11

The war in Ukraine has devastating effects on Ukrainian cultural heritage, which is essential to Ukrainian identity.

The Commission will conclude a grant agreement with the intergovernmental organization ICCROM (“International Centre for the Study of the Preservation and Restoration of Cultural Property”) on the basis of Art. 195(f) of the Financial Regulation. ICCROM was created in 1956 by the General Conference of UNESCO and has a unique expertise in training for cultural heritage protection particularly protection of movable heritage.. Therefore, ICCROM can provide both the latest and most advanced expertise, as well as contacts and support, both of which will undoubtedly prove valuable to Ukrainian professionals and institutions. It is specialised in emergency and post-conflict situations, both at international / governmental levels, and with institutions and professionals on the ground, for example through its flagship programme “First Aid and Resilience for Cultural Heritage in Times of Crisis” (FAR) but also their publications Guide to Risk Management and the ABC method that have been the reference point for quality methodology for conservation of cultural heritage for heritage professionals globally. It is an institution that is globally present and the only one of its kind.

The objective of the action is to support the Ukrainian professionals with up-to-date and quality methodology and practices in safeguarding their cultural heritage that has come under serious threat in the current conflict. The support can entail digitisation of heritage (including museum, archival and library collections), emergency evacuation and safe storage of cultural goods, documentation and construction or update of database of cultural goods, as well as other tools and methods for risk management of endangered heritage.

The eligible activities include training sessions inside and/ or outside Ukraine (depending on the situation), dedicated to cultural professionals working on Ukrainian cultural heritage, organised in coordination with the Ukrainian Ministry of Culture. The trainings will include inter alia risk-assessment and damage assessment tools for cultural heritage.

Expected results:

Ukrainian cultural heritage professionals trained to protect Ukrainian cultural heritage from risks, to conduct proper needs assessment, as well as to prepare reconstruction, with quality principles on intervention on cultural heritage published by ICOMOS (“International Council on Monuments and Sites”).

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct award of a grant without a call for proposals on the basis of article 195(f) of FR	100 000

INDIRECT MANAGEMENT

2.1 COOPERATION WITH THE COUNCIL OF EUROPE

Index reference in budget table (WPI): 1.13

Through this action, the European Commission will embark in strategic cooperation with the Council of Europe to add value to the achievement of the Programme's objectives and maximise its impact.

European Heritage Days

As an example of initiatives carried out under this action, the European Commission will cooperate with the Council of Europe in the organisation of the European Heritage Days. During this time, doors are opened to numerous monuments and sites, allowing European citizens to enjoy free visits and learn about their shared cultural heritage and encouraging them to become actively involved in the safeguard and enhancement of this heritage for present and future generations.

The aims of the European Heritage Days are to:

- raise the awareness of European citizens about the richness and cultural diversity of Europe;
- create a climate in which the appreciation of the rich mosaic of European cultures is stimulated;
- counter racism, anti-Semitism and xenophobia and encourage greater tolerance in Europe and beyond the national borders;
- inform the public and the political authorities about the need to protect cultural heritage against new threats.

The budget implementation tasks will be entrusted to the Council of Europe (CoE) via the conclusion of Contribution Agreements under indirect management mode in accordance with Articles 62 (1)(c), 110 (3)(f) and 154 of the FR.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Indirect Management	400 000

PRIZES

3.1 EUROPEAN CAPITALS OF CULTURE (ECOC)

Index reference in budget table (WPI): 1.05

For the ECOC titles 2020 to 2033, the European Capital of Culture action is governed by Decision 445/2014/EU of the European Parliament and the Council²².

The competitions for the award of the ECOC title are launched by the publication of a call for submission of applications at least six years ahead of the title-year. The call is also to be seen as the rules of the contest for

²² Decision No 445/2014/EU of the European Parliament and of the Council of 16 April 2014, OJ L 132, 3.5.2014, as amended by Decision (EU) 2017/1545 of the European Parliament and of the Council of 13 September, OJ L 237, 15.9.2017, and by Decision (EU) 2020/2229 of the European Parliament and of the Council of 23 December 2020, OJ L 437 of 28 December 2020.

the awarding of the Melina Mercouri Prize to ECOC designated cities, which is funded under the Creative Europe Programme in line with point a) of Special Actions under Section 1 of Annex I of the Creative Europe Regulation, in connection with Article 14 of Decision 445/2014/EU.

The objectives of this EU action are to promote the diversity of cultures in Europe, to highlight the common features they share and to foster the contribution of culture to the long-term development of cities.

Each year, two cities in two different Member States hold the title of European Capital of Culture in accordance with a chronological order agreed by the Council. A city from an EFTA/EEA country, from a candidate country or from a potential candidate can also hold the title in 2022, 2024, 2028, 2030 and 2033.

The action consists of:

A) Award of the Melina Mercouri Prize to the ECOC 2024 in Estonia and Austria.

In accordance with Decision 445/2014/EU, the cities of Tartu and Bad Ischl were designated as European Capitals of Culture 2024 respectively in Estonia and in Austria²³.

According to Decision 445/2014/EU, a pecuniary prize of EUR 1.5 million (Melina Mercouri Prize) is awarded to all designated cities. The Prize is then paid to the ECOC concerned provided that the city in question continues to honour the commitments it made at the application stage, complies with the criteria of the Decision and takes into account the recommendations contained in the selection and monitoring reports.

The award of the prize is connected with the contest that leads to the designation of a given city as European Capital of Culture while its payment intervenes at the latest by the end of March of the year of the ECOC title in line with Article 14 of the abovementioned Decision.

The Melina Mercouri Prize will be awarded in 2023 to Tartu and Bad Ischl, European Capitals of Culture 2024, and financed from the 2023 budget, while the payment will occur at the latest by the end of March 2024.

B) Calls for submission of applications for the 2030 European Capitals of Culture

In line with the chronological order indicated in the Annex of Decision 445/2014/EU, there will be three ECOC in 2030, one in Cyprus, one in Belgium and one in an EFTA/EEA country, candidate country or potential candidate participating in Creative Europe.

As a consequence, three calls for submission of applications will be published for these three ECOC competitions. These calls cover the contest for the award of the ECOC title and for the award of the Melina Mercouri Prize.

The publication of these calls is not linked to the budgetary appropriations under this action in 2023. However, as indicated above and in the calls themselves, these calls have to be considered as contests in the meaning of Articles 206(2) and 207 of the Financial Regulation for the awarding of the Melina Mercouri Prize to the three ECOC 2030.

The competition is exclusively addressed to the cities of the countries designated in the Annex of the relevant Decision for the year 2030: (i) Cyprus, ii) Belgium and iii) EFTA/EEA countries, candidate countries and potential

²³ See Commission Communication in OJ 2020,C 58, p. 2.

candidates.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through prize Contests under the meaning of Articles 206 and 207 FR	Tartu: 1 500 000 Bad Ischl: 1 500 000

PROCUREMENTS

4.1 POLICY DEVELOPMENT AND DIALOGUE WITH STAKEHOLDERS

Index reference in budget table (WPI): 1.06

This action will allow the Commission to support policy development in the field of culture, including in response to possible newly emerging needs and in reaction to the COVID-19 crisis and the recovery of the cultural and creative sectors. It will provide for the possibility to organise a structured dialogue, consult and engage with cultural and creative stakeholders at EU level, identify emerging needs of the cultural and creative sectors, including specific sub-sectors, and allow different stakeholders to provide ideas, tools and messages that can support policy development and the reflection on and implementation of the existing and future funding schemes and supported actions. This action will also support the setting up of peer-learning activities for cities or regions on relevant topics and expert groups as part of the Work Plan for Culture, as appropriate. Also covered will be ad-hoc activities targeting specific sub-sectors, for instance meetings with experts from these sectors at relevant sector events, exploratory actions such as short-term working groups or questionnaires, as appropriate and in line with the general objectives of the Programme.

This action will be implemented through specific contracts based on existing framework contracts or new calls for tender procedure, renewal or through low-value service contracts.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through public procurement	1 000 000

4.2 EUROPEAN BOOK WEEK

Index references in budget table (WPI): 1.16

The objective of this event is to promote common actions at EU level increasing the citizens' attention to translated literature and the linguistic diversity of European literature. The European Book Week encourage reading European literature in particular among young people. To do so, it will support the organisation of events in schools and out of schools during which young people will be encouraged to read aloud and share their readings with others. Events will be organised by schools but also local/national/European organisations specialised in reading promotion. There will also be a link with the European union prize for literature. The coordination and the promotion of the week and the events will be implemented via the support of framework contractors.

This action will be implemented through specific contracts based on existing framework contracts.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through public procurement	200 000

4.3 COMMUNICATION ACTIVITIES

Index reference in budget table (WPI): 1.18

The amount allocated will support a wide range of communication activities linked to the promotion and visibility at European and international levels a) of the actions of the Culture strand of the Programme and b) of the European policy initiatives in the field of culture as well as c) to the dissemination of results of the previous Programme. In particular, under the terms of Article 15 of Decision No 445/2014/EU, the Commission shall contribute to the visibility of the European Capitals of Culture action at the European and international levels, as well as promote wider dissemination.

This action will be implemented through specific contracts based on existing framework contracts or low-value service contracts.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through public procurement	150 000

Index reference in budget table (WPI): 1.19

The Creative Europe programme will also contribute to the corporate communication of the political priorities of the EU, as far as they are related to the objectives of the Programme. Corporate communication seeks to coordinate messaging across all EU policy fields, in line with political priorities, to communicate more consistently and effectively as an organisation. As set out in Communication C(2020)9390, in the period 2021-23, enhanced and strengthened corporate communication campaigns inform and engage with citizens about EU values and actions and how the EU impacts daily lives. This action will cover the production of content; provision of corporate technical services; dissemination of information through integrated communication actions; organisation of and participation in events; and studies and evaluations, where relevant.

Implementing body	Implementing mode	Indicative amount (EUR)
COMM	Direct management through public procurement	15 000

4.4 ECOC MID-TERM EVALUATION

Index references in budget table (WPI): 1.23

In accordance with Article 16 of Decision 445/2014/EU, the Commission will launch an external and independent evaluation on the Union action for the European Capitals of Culture. It shall focus on placing all past European Capitals of Culture in a European context, allowing comparisons to be drawn and useful lessons to be learned for future European Capitals of Culture, as well as for all European cities. It will also include an assessment of the action as a whole.

This action will be implemented through specific contracts based on existing framework contracts.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through public procurement	200 000

4.5 MEETINGS WITH GRANT-HOLDERS AND OTHER STAKEHOLDERS

Index references in budget table (WPI): 1.24

The costs related to grant-holders' meetings as well as other ad-hoc physical or virtual meetings, seminars, conferences and events to support programme implementation are included in the Work Programme.

This action will be implemented through specific contracts based on existing framework contracts or low-value service contracts.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through public procurement	150 000

4.6 SUPPORT TO IT SYSTEMS

Index reference in budget table (WPIs): 1.25 and 1.26

As other EU-programmes, the Creative Europe Programme benefits from the use of reliable, modern and high-quality information systems (E-grants/Sedia) in order to support the full cycle of the grant management of the implemented actions.

The scope of these IT applications used both by internal and external user communities covers the complete grant cycle, from call definition, publication, participants' data management, creation and submission of proposals, experts selection, evaluation of proposals by experts, notifications of the results as well as the invitation to the preparation and signature of grant agreements, grants management, the reporting on the progress of financed projects, the pre-financing, cost submission and reimbursement, the monitoring by external experts, the ex-post auditing, recoveries, and closure of projects reporting and programme evaluation. Furthermore, if needed, an IT tool for the management and implementation of the mobility action for artists, creators or cultural professionals will be developed.

Moreover, as mentioned in the Communication to the Commission "Guidelines on Financing of Information Technology and Cybersecurity (IT)²⁴" that establishes guidelines to implement the co-financing of corporate IT for the new MFF 2021-2027 operational programmes, all programmes that benefit from the corporate communication and information systems, whether from infrastructure, developments, hosting or security, should contribute to the financing of these corporate systems.

²⁴ C(2020)6126.

The corporate communication and information systems (CIS) means any system enabling the handling of information in electronic form, including all assets required for its operation, as well as infrastructure, organisation, personnel and information resources. This definition includes business applications, shared IT services, outsourced systems, and end-user devices governed under the Commission’s administrative autonomy and institutional prerogatives. DG Informatics (DIGIT) will implement the actions.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through public procurement	572 255
EAC (co-delegated to DIGIT)		384 530

OTHER ACTIONS

5.1 PROJECT SELECTION AND IMPLEMENTATION (INCLUDING MONITORING)

Index references in budget table (WPI): 1.20, 1.21 and 1.22

Costs related to the experts involved in the assessment of applications and supporting of monitoring tasks. These tasks relate to actions managed by the European Education and Culture Executive Agency (Culture strand) as well as the European Capitals of Culture and the European Heritage Label. This item will be implemented through recourse to experts based on existing lists established following Calls for Expression of Interest in compliance with Art. 237 FR. It also covers the costs of experts involved in the implementation of the European Capitals of Culture and the European Heritage Label²⁵.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through calls for Expression of Interest	1 210 150
EAC		400 000
EAC		280 000

3. MEDIA

²⁵ The experts included in the Expert panel established to carry out the selection and monitoring procedures of the European Capital of Culture action are designated in accordance with Article 6 of Decision 445/2014/EU. The experts included in the Expert panel established to carry out the selection and monitoring procedures of the European Heritage Label action are designated in accordance with Article 17 of Decision No 1194/2011/EU.

GRANTS IN THE MEDIA STRAND

CONTENT CLUSTER

1.1 EUROPEAN CO-DEVELOPMENT

Index reference in budget table (WPI): 2.01

The objective of the support to European co-development is to support the cooperation among European production companies that are developing works with a strong international audience potential.

Type of applicants (cumulative conditions):

- European entities: Entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating fully in the MEDIA strand and owned directly or indirectly, wholly or by majority participation, by nationals from such countries. When a company is publicly listed, the location of the stock exchange will in principle determine its nationality. Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.
- Independent European audiovisual production companies: An independent company is a company which is not, directly or indirectly, majority controlled by an audiovisual media service provider, either in shareholding or commercial terms. Majority control is considered to occur when more than 25% of the share capital of a production company is held by a single audiovisual media service provider (50% when several audiovisual media service providers have shares or other means of control in the company). An audiovisual production company is a company whose main objective and activity is audiovisual production.

Expected results

- Increased collaboration at development stage between European production companies from different countries and from different markets and consequently an increased number of co-productions.
- Increased quality, feasibility, cross-border potential and market value of selected projects.
- A stronger position on European and international markets for companies selected under European co-development.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	6 500 000

1.2 EUROPEAN SLATE DEVELOPMENT

Index reference in budget table (WPI): 2.02

The objective of the European slate development support is to foster the competitiveness of European independent production companies and to increase their economic weight on the market. The aim is also to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international coproduction.

The support will also provide an entry point for emerging talent, giving them the opportunity to direct a short film supported by the strong foundation provided by experienced companies.

Type of applicants (cumulative conditions)

- Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development,
- Applicants must also be independent European audiovisual production companies: see definition under 3. Media action 1.1 European Co-Development

Expected results

- A stronger position on European and international markets for companies selected under European slate development.
- Increased quality, feasibility, cross-border potential and market value of European works supported.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	19 500 000

1.3 BROADENING PARTICIPATION: EUROPEAN MINI-SLATE DEVELOPMENT

Index reference in budget table (WPI): 2.03

The objective of the European mini-slate development support is to foster the competitiveness of European independent production companies in countries with a low audiovisual capacity (LCC group A and LCC group B) and to increase their economic weight on the market. The aim is also to increase the capacity of audiovisual producers to develop projects with the potential to circulate throughout Europe and beyond, and to facilitate European and international coproduction.

The support will also provide an entry point for emerging talent, giving them the opportunity to direct a short film supported by the strong foundation provided by experienced companies.

Type of applicants (cumulative conditions):

- Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.
- Applicants must also be independent European audiovisual production companies: : see definition under 3. Media action 1.1 European Co-Development

Expected results

- A stronger position on European and international markets for companies selected under European mini-slate development.
- Increased quality, feasibility, cross-border potential and market value of European works supported.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	5 500 000

1.4 VIDEO GAMES AND IMMERSIVE CONTENT DEVELOPMENT

Index reference in budget table (WPI): 2.04

The objective of the support to Video games and immersive content development is to increase the capacity of European video game producers, XR studios and audiovisual production companies to develop video games and interactive immersive experiences with the potential to reach global audiences. The support also aims to improve the competitiveness of the European video games industry and other companies producing interactive immersive content in European and international markets by enabling the retention of intellectual property by European developers.

Type of applicants (combined conditions):

- Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.
- Applicants must also be European video game production companies: A European video game production company, XR studio or audiovisual production company is a company whose main objective and activity is video game production/development, (entertainment) software development or audiovisual production (or equivalent) as indicated in the national registration documents, unless registration under specific activity codes is not required by national law, in which case the status as video game production/development company, XR studio or audiovisual production company will be verified on the basis of the track record of the company. Publishing companies are not eligible applicants.

Expected results

- Increased quality, appeal, feasibility and cross-border potential for selected projects.
- A stronger position on the European and international market for video games developers and companies producing interactive immersive experiences.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	7 500 000

1.5 TV AND ONLINE CONTENT

Index reference in budget table (WPI): 2.05

The objective of the support to TV and online content is to increase the capacity of European audiovisual producers to develop and produce strong projects with significant potential to circulate throughout Europe and beyond, and to facilitate European and international co-productions within the television and online sector.

The action aims to strengthen the independence of producers in relation to broadcasters and digital platforms, to enhance collaboration between operators, including independent producers, broadcasters, digital platforms and sales agents, from different countries participating in the MEDIA Strand, including from low capacity countries, in order to produce high quality programming aimed at wide international distribution and promoted to a wide audience including commercial exploitation in the multi-platform environment. Particular attention will be given to projects presenting innovative aspects in the content and in the financing that show a clear link with the envisaged distribution strategies.

Type of applicants (combined conditions):

- Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.
- Applicants must also be independent European audiovisual production companies: : see definition under 3. Media action 1.1 European Co-Development

Expected results

- Increased production of high quality European works for linear and non-linear broadcasting including on digital platforms, as well as an increase in the number of co-productions.
- Enhanced cooperation between operators from different countries participating in the MEDIA Strand, including between broadcasters and from low capacity countries.
- Increased audience for European works through linear and non-linear broadcasting including on digital platforms.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	23 500 000

BUSINESS CLUSTER

2.1 EUROPEAN FILM DISTRIBUTION

Index reference in budget table (WPI): 2.06

The European Film Distribution support shall encourage and support the wider transnational distribution of recent European films by providing funds to European distributors, based upon their performance on the market, for further reinvestment in the acquisition, promotion and distribution (including online) of recent non-national European films.

Type of applicants

- Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.
- The applicants must be European companies active in the audiovisual sector as cinema / theatrical distributor involved in commercial activity designed to bring to the attention of a wide audience a film for the purpose of exploitation in cinema theatres. This shall be the principal activity of the company or division of the company.

Expected results:

- Improvement in the trans-national distribution of recent non-national European films.
- Increase in the investment in the production, acquisition, promotion, theatrical and online distribution of non-national European films.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films.

Indicative timetable and indicative amount

Implementing body	Implementing mode	Indicative Amount (EUR)
EACEA	Direct management through call for proposals	34 000 000

2.2 EUROPEAN FILM SALES

Index reference in budget table (WPI): 2.07

The European Film Sales support shall encourage and support the wider transnational distribution of recent European films by providing funds to European sales agents, based upon their performance on the market, for further reinvestment in the acquisition, promotion and distribution (including online) of recent non-national European films.

- Type of applicants: Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.
- The applicant company must be a European Sales Agent, i.e. a European company acting as an intermediary agent for the producer, who specialises in the commercial exploitation of a film by marketing and licensing a film to distributors or other purchasers for foreign countries.

Expected results:

- Improvement in the trans-national distribution of recent non-national European films.
- Increase in the investment in the production, acquisition, promotion, theatrical and online distribution of non-national European films.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films.

Indicative timetable and indicative amount

Implementing body	Implementing mode	Indicative Amount (EUR)
EACEA	Direct management through call for proposals	5 500 000

2.3 INNOVATIVE TOOLS AND BUSINESS MODELS

Index reference in budget table (WPI): 2.08

The objective of the Innovative tools and Business models action is to strengthen the competitiveness, scalability and sustainability of the European players, as well as to improve the visibility and availability of European works and increase audiences in the digital environment. The aim is to support projects focusing on the specific challenges of the audiovisual sector such as discoverability, sequencing of release windows, financing and territoriality in order to enable strong and visible offers of European works online and across borders to a wide public.

Type of applicants

Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.

Expected results

- Improve the competitiveness of the European audiovisual industry: transparency, data collection and the appropriate use of big data, adaptation to the challenges and opportunities driven by the ongoing changes in the audiovisual markets;
- Improve the greening process of the European audiovisual industry,
- Improve the production and circulation of European audiovisual works in the digital age;
- Increase the visibility, availability and diversity of European audiovisual works in the digital age;
- Increase the potential audience of European audiovisual works in the digital age.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	8 883 198

AUDIENCE CLUSTER

3.1 NETWORKS OF EUROPEAN CINEMAS

Index reference in budget table (WPI): 2.10

The aim of the support is to create and operate a network of cinemas with a view to:

- Encourage cinema operators to screen a significant proportion of non- national European films through incentives and collaborative projects;
- Contribute to raise and increase the interest of the audience for non-national films including through the development of activities for young cinema-goers;
- Help those cinemas to adapt their strategy to the changing environment including by promoting innovative approaches in terms of audience reach and engagement, as well as I partnerships with other film industry operators as well as with local cultural institutions;
- Encourage exchange of best practice, knowledge sharing and other forms of cross border collaboration amongst members of the network;
- Contribute to the policy dialogue on the film industry by collecting data and disseminating the outcome of the activities of the network beyond its members.

Type of applicants (cumulative):

Entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating in the MEDIA strand.

Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

The action is open to European cinema networks. A cinema network is a group of European independent cinemas developing, through the medium of a legally constituted co-ordination entity, joint activities in the area of screening and promoting European films.

Expected results:

- Increase the audience for non-national European films on the European market;
- Reach new audiences for European films including young cinema-goers;
- Reinforce and renew the ongoing cinema experience;
- Adjust the business practices of European cinema theatres in terms of sustainability and inclusion;
- Foster the innovation potential of European cinema theatres through enhanced collaboration.

As the financial support is the primary aim of the EU grant, the maximum amount of the grant that can be allocated annually to third parties is fixed at the limit of EUR 250.000.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	15 500 000

3.2 EUROPEAN FESTIVALS

Index reference in budget table (WPI): 2.11

Support shall be provided to European audiovisual festivals aiming at increasing audiences' interest in non-national European audiovisual content and promoting its circulation and visibility.

Type of applicants:

Entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating in the MEDIA strand.

Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

Only applications from eligible entities organising audiovisual festivals in countries participating in the MEDIA strand will be accepted.

Expected results

- Support festivals screening a significant proportion of non-national European films and audiovisual works;
- Increase the impact of European audio-visual festivals aiming to reinforce promotion, distribution and circulation of non-national European films and audiovisual works to growing audiences across Europe;
- Develop innovative actions especially in the areas of audience outreach and online activities.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	10 000 000

3.3 FILMS ON THE MOVE

Index reference in budget table (WPI): 2.12

The Films on the Move action shall encourage and support the wider distribution of recent non-national European films by encouraging sales agents and theatrical distributors in particular to invest in promotion and adequate distribution of non-national European films.

Type of applicants

- Applicants must be European entities: see definition under 3. Media action 1.1 European Co-Development.
- Applicants must be an European sales agent. A European sales agent is the company acting as an intermediary agent for the producer, who specialises in the commercial exploitation of a film by marketing and licensing a film to distributors or other purchasers for foreign countries.

Expected results:

- Development of pan-European theatrical and/or online distribution strategies for non-national European films.
- Increased investment in theatrical and/or online promotion and distribution of non-national European films in view of expanding audience reach.
- Develop links between the production and distribution sector thus improving the competitive position of non-national European films on a global market.

Financial support to third parties is limited to 70% of the promotion and advertising incurred by the third parties, within the following limits:

- EUR 150.000€ for FR, ES, IT and DE
- EUR 60.000€ for AT, BE, NL, PL
- EUR 30.000€ for CZ, DK, FI, EL, HU, NO, PT, SE
- EUR 10.000€ for all the other territories.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	17 799 193

3.4 SUBTITLING OF CULTURAL CONTENT

Index reference in budget table (WPI): 2.13

Support shall be given to the multilingual access to cultural TV programmes online through subtitling.

Type of applicant

This action will be implemented through a direct grant to ARTE. The direct award of this grant is justified by the specific characteristics of the action, requiring a high degree of specialisation that only the above-mentioned broadcaster possesses.

ARTE is a key and singular player in the European cultural audio-visual environment and has a unique transnational dimension and multilingual offer. It is the only public service broadcaster that has the experience of broadcasting cultural programmes in different languages for different audiences and has the required capacity of online dissemination of the subtitled content, in at least 20 countries, including at least 5 different language speaking MEDIA territories. The programmes are currently available online in six languages on the channel’s website (www.arte.tv), connected TV and mobile apps. Through this linguistic choice ARTE has the potential to reach almost 350 million European citizens in their mother tongue. ARTE’s cross border cultural offering is unmatched by any other European broadcaster.

Expected results:

- Increase the online audience for quality European cultural and factual TV programming
- Respond to the market fragmentation at European level and increase the circulation of quality European cultural and factual TV programming across Europe
- Facilitate cross-border access to quality European cultural and factual TV programming
- Improve the digital circulation of quality European cultural and factual TV programming
- Increase the online supply, visibility, accessibility and prominence of quality European cultural and factual TV programming

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through a grant without a call for proposals on the basis of article 195 (f) FR	6 000 000

3.5 AUDIENCE DEVELOPMENT & FILM EDUCATION

Index reference in budget table (WPI): 2.14

Support shall be given to initiatives promoting audience development and engagement, including film education activities, addressing in particular young audiences.

Type of applicant

Entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils, etc.), established in one of the countries participating in the MEDIA strand.

Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

Expected results:

- Stimulate interest and increase knowledge of audiences in European films and audiovisual works including specific programmes on film heritage
- Strengthen pan-European cooperation for innovative audience development and film education projects especially using new digital tools
- Increase pan-European impact and audience outreach
- Develop film education projects across European and non-European territories

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Call for proposals	6 500 000

PROCUREMENTS

POLICY SUPPORT & AWARENESS RAISING CLUSTER

5.1 COMMUNICATION AND ENGAGEMENT WITH INDUSTRY AND CITIZENS

Index reference in budget table (WPI): 2.17

Communication and dissemination activities are essential for the visibility and the recognition of the added value of the Programme and are best achieved through activities reflecting a genuine engagement with the industry, on the one hand and the audience and citizens on the other. These activities are:

European Film Forum

The **European Film Forum** will maintain dialogue with the industry and professionals, map emerging needs and allow stakeholders to provide ideas and messages which can shape policy and the support schemes. The dialogue, also encompassing regulatory aspects (AVMSD, copyright, competition and internal market policies, etc.) will take place via ad-hoc meetings at relevant sector events (markets, festivals, fairs) or in Brussels through the organisation of virtual meetings or conferences. Exploratory actions such as short-term working groups or questionnaires will be also envisaged as appropriate.

Activities showcasing and promoting European gems will take place through:

- **Communication on European Awards:** support will be given to awareness raising and communication campaigns, in particular on the Lux Audience Award of the European Parliament and the European Film Academy which has established itself as a leading prize over the last 10 years.
- **Promotion of European Film heritage:** through the support of public events - virtual and physical - aiming at promoting the diversity and richness of the European audiovisual heritage it will allow to engage with film archives and film institutions as well as citizens and raise awareness also on the need to preserve European film heritage.

Type of contract: specific contracts based on existing Framework Contracts. As regards events in the Cannes Film Festival an ad-hoc framework contract shall be used (FW-00126172 - Organisation du Forum du Film Européen et autres évènements pour la promotion du Programme Europe Créative et de la politique audiovisuelle de l'Union Européenne dans le cadre du Festival International du Film (FIF) de Cannes 2022-2028).

Implementing body	Implementing mode	Indicative amount (EUR)
CNECT	Direct management through public procurement	1 050 000

5.2 STANDS - B2B SERVICES

Index reference in budget table (WPI): 2.09

Stands services including promotional activities and services to Stand participants at the major audiovisual markets and trade fairs. Major audiovisual markets include for instance: Marché International du Film (Cannes), European Film Market (Berlinale), International Audiovisual Content Market (MIPCOM), Séries Mania and Marché International du Film d'Animation. If physical activities are not possible, online activities may replace them as appropriate.

The MEDIA Umbrella stands shall:

- encourage business-to-business exchanges and scalability by taking part in major audiovisual markets and trade fairs. The MEDIA Umbrella stands target participation from agile independent European companies of all sizes, offering strong European content, and/or services for audiovisual professionals, likely to succeed in international markets. The action is expected to increase their capacity to operate transnationally and internationally.
- facilitate the participation of newcomers and companies from lower audiovisual capacity countries Group B in the major audiovisual markets and trade fairs.
- provide a platform to enhance the visibility of the Creative Europe MEDIA Sub-programme and the Digital Single Market.
- Specific contract based on framework contract (FWC) 2022-MEDFWC-01 CF, signed on 18/01/2022 (first contract in the cascade), 2022-MEDFWC-02 VO signed on 27/01/2022 (second contract in the cascade), 2022-MEDFWC-03 TW signed on 25/01/2022 (third contract in the cascade).

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through public procurement	3 500 000

5.3 EUROPEAN CARBON MEASUREMENT TOOL

Index reference in budget table (WPI): 2.16

Development, management and revision of a common carbon measurement tool for the European audiovisual sector. The common tool will consist of a CO2 measurement system, free of charge for users in all Member states, for calculation and collaboration on CO2 impact. The tool will complement the existing CO2 measurement tools by providing a methodology of carbon calculation which is developed by the industry and recognized across Europe, thus allowing comparability of the CO2 impact of audiovisual works across Europe. The access to the common tool will be double; it should work both as a stand alone tool and as a plug-in for as many existing systems as possible.

Implementing body	Implementing mode	Indicative amount (EUR)
CNECT	Direct management through public procurement	450 000

5.4 MEETINGS WITH GRANT BENEFICIARIES AND OTHER STAKEHOLDERS

Index reference in budget table (WPI): 2.20

The action covers costs related to grant-holders' meetings as well as other ad-hoc physical or virtual meetings, seminars, conferences and events to support programme implementation.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through public procurement	150 000

BLENDING

6.1 MEDIAINVEST - INVESTMENT TO FOSTER EUROPEAN AUDIO-VISUAL PRODUCTIONS AND DISTRIBUTION

Index reference in budget table (WPI): 2.18

Provide enhanced access to finance for audiovisual companies active in the production and distribution of content in their start-up, growth and transfer phases through an equity financial tool, blending funds from Creative Europe MEDIA, Invest EU and private investment.

Expected results:

- To have a structuring effect on European audiovisual production and distribution companies, including testing new business models and enhancing the capacity to access finance;
- To increase investment volumes into the audiovisual companies;
- To improve the capacity of the audiovisual sector to operate transnationally and internationally including knowledge-sharing, networking capabilities, talent development, marketing, promotion and innovation;
- To strengthen the competitiveness of the audiovisual sector on European and international markets.

Implementing body	Implementing mode	Indicative amount (EUR)
DG ECFIN through co-delegation or cross-sub delegation	Indirect management - Blending facility with InvestEU	15 000 000

6.2 DATA AND ANALYSIS OF THE AUDIOVISUAL SECTOR

Index reference in budget table (WPI): 2.15a

Improving transparency of the audiovisual sector is necessary to strengthen its competitiveness and it can be achieved by providing the industry and policy-makers with data and analysis on the Union markets and legal framework. This information is also needed in order to assess the support measures for the sector. To this end the Commission will undertake cooperation activities with the Observatory. The rationale for the grant is :

- To further develop the areas covered by the European Audiovisual Observatory for the benefit of the audiovisual sector.
- To support the development of essential tools for the audiovisual sector.
- To provide the European Commission with specific briefings and reports to cater to its work programme in the audiovisual field.

Support will be awarded for this purpose through a Contribution Agreement with the Observatory implemented under the existing Financial Framework Partnership Agreement (FFPA) with the Council of Europe. The European Audiovisual Observatory (EAO) is an entity established as an enlarged partial agreement of the Council of Europe. The Observatory was created in 1992 in order to collect and distribute information about the audiovisual industries in Europe. The Observatory provides information on the various audiovisual markets in Europe and their financing. It also analyses and reports on the legal issues affecting the different sectors of the audiovisual industry.

Support is granted for activities undertaken over a two year period.

Implementing body	Implementing mode	Indicative amount (EUR)
CNECT	Indirect management	1 210 000 (action grant)

OTHER ACTIONS

7.1 MEMBERSHIP OF EUROPEAN AUDIOVISUAL OBSERVATORY

Index reference in budget table (WPI): 2.15b

As all members of the European Audiovisual Observatory (EAO), the European Union contributes an annual membership fee, in accordance with the Financial Regulation. The European Audiovisual Observatory is an entity established by an enlarged partial agreement of the Council of Europe. Regulation (EU) No 2021/818 (Article 11) states that the EU shall be a member of the Observatory for the duration of the Programme.

The Union's participation in the Observatory shall contribute to the achievements of the MEDIA Sub-programme's priorities by:

- Encouraging transparency and the establishment of a level playing field in the accessibility of legal and financial/market information and contributing to the comparability of legal and statistical information;
- Providing data and market analysis useful for the elaboration of the action lines of the MEDIA Sub-programme and for the evaluation of their impact on the market.

Implementing body	Implementing mode	Indicative amount (EUR)
CNECT	Direct management	315 521 membership fee

7.2 PROJECT SELECTION AND IMPLEMENTATION

Index reference in budget table (WPI): 2.19

The costs related to the experts involved in the assessment of projects of the MEDIA Strand are included in the Work Programme. This item will be implemented through recourse to experts based on existing lists established following Calls for Expression of Interest.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through calls for expression of interest	1 000 000

4. CROSS SECTORAL STRAND

GRANTS IN THE CROSS SECTORAL STRAND

1.1 PRESIDENCY EVENTS

Index references in budget table (WPI): 3.01 and 3.02

Grants will be awarded to the national authorities of Sweden and Spain (or bodies designated by them for the purpose of these events) to organise, during their respective Presidencies of the Council of the EU, conferences, seminars, meetings of directors-general on priority policy topics, together with associated activities for the promotion of the Programme or the dissemination of Programme results.

The main outcomes expected from Presidency events are policy guidance, conclusions and messages which will serve as inputs to promote European policy approaches or to inform Presidency policy proposals.

The Presidencies are considered as a *de jure* monopoly because they play a unique role to foster policy cooperation, define priorities and follow-up the progress and results achieved in the fields of education, training and youth (Article 195 (c) FR).

The EU grant is limited to a maximum co-financing rate of 50% of total eligible costs.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through call without a call	200 000

CNECT	for proposals - Article 195 (c) FR	200 000
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1.2 CREATIVE INNOVATION LAB

Index reference in budget table (WPI): 3.04

The Creative Innovation Lab shall incentivise players from different cultural and creative sectors, including audiovisual, to design and test innovative solutions for key challenges, with a potential positive long-term impact on multiple cultural and creative sectors.

Type of applicants

European entities (private companies, non-profit organisations, associations, charities, foundations, municipalities/Town Councils/public authorities, Universities, educational institutions, research centers etc.) established in one of the countries participating in the Creative Europe Programme and owned directly or indirectly, wholly or by majority participation, by nationals from such countries. When a company is publicly listed, the location of the stock exchange will be taken into account to determine its nationality. Natural persons may not apply for a grant except self-employed persons or equivalent (i.e. sole traders) where the company does not possess legal personality separate from that of the natural person.

Expected results

- Development of innovative creative processes;
- Increased visibility, availability and diversity of European content in the digital age;
- Improved business models and use of data;
- Increased potential audience of European content in the digital age;
- Support greening and circular economy thinking, including innovation for sustainability, inclusion and well-being in line with the priorities of the **New European Bauhaus**.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	5 438 131

1.3 NEWS - JOURNALISM PARTNERSHIPS

Index references in budget table (WPI): 3.06

The European news media sectors play a crucial and valuable role in Europe. Yet, they are facing multiple challenges. Partially as a result of the digital shift, with readers shifting to online sources and traditional news outlets losing advertising revenues, the economic sustainability of professional journalism has come under pressure. Media pluralism has also been weakened over the years: many media at the local level as well as those putting their public interest mission before profits, have had to close down, posing risks for the good functioning of democracy.

This call will address media challenges and opportunities of trans-national nature. It is formed by two topics:

Topic 1. “Journalism Partnerships - Collaborations”. Helping the wider European news media sector

become more sustainable and resilient, thus contributing to trustworthy reporting, to skills development and employment for news media professionals and journalists, in particular by supporting media collaborations. This topic will support cross-cutting actions that address the structural and technological changes faced by the media sector, and support high-quality media production standards and business models by fostering cooperation, digital skills, cross-border and/or collaborative journalism.

Topic 2. “Journalism Partnerships - Pluralism”. This topic will support organisations active in media in setting up supporting schemes for news media organisations and independent journalism, as well as other capacity-building measures. These actions, notably third-party support, will target media active in sectors of special relevance to democracy and civic participation, such as local and regional media, community media, independent and investigative journalism and other organisations delivering public interest news.

Type of applicants

For topic 1, the call is open to consortia composed of at least three entities from a minimum of three different countries participating in the Creative Europe Programme. Consortia may include non-profit, public and private media outlets (incl. written/online press, radio/podcasts, TV, etc.) as well as other organisations focusing on news media (incl. media associations, NGOs, journalistic funds and training organisations focusing on media professionals, etc.).

For topic 2, the call is open to organisations which are already active in the media landscapes, journalistic and news media sector fields. These organisations should be in a position to setting up third party support schemes targeting news media organisations and/or independent journalism, and in ways that enhance pluralistic media landscapes across the Union and participating countries. Consortia are allowed.

Expected results:

- Increased innovation and creativity in business models, journalistic production processes and distribution processes;
- Increased interest in journalism, among various social groups, language groups and age groups;
- Increased viability of professionally produced journalistic content.

Specific for Topic 1

- Increased media collaboration.
- Sector-wide networks for the exchange of best practices among news media professionals;
- Knowledge-hubs for sub-sectors around technical formats (written/online press, radio/podcasts, TV, etc.) and/or journalistic genres (data journalism, general topics, specialised journalism, etc.);
- Acquisition and improvement of professional skills by journalists as well as media business professionals.

Specific for Topic 2

- Increased resilience, pluralism and editorial independence of media sectors at European level, such as local, regional and community media, investigative media or media specialised in public interest topics.
- Increased resilience of civil society organisations active in the news media sectors and protection

of the news media landscape.

- Improved uptake of new technologies across the targeted media sectors in as much this contributes to media pluralism and a diverse media landscape.
- Fostering repositories of knowledge about media sectors delivering public interest news (e.g. by detecting areas with low provision of high-quality content and/or in which media pluralism is strained).

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	Topic 1 - 5 619 415
		Topic 2- 5 000 000

1.4 NEWS - MONITORING MEDIA FREEDOM AND PLURALISM

Index references in budget table (WPI): 3.07

The European Democracy Action Plan and the Media and Audiovisual Action Plan aim to strengthen media freedom and media pluralism, which are essential to our democracies and are enshrined in the Charter of Fundamental Rights. Free and pluralistic media are key to hold power to account and to help citizens make informed decisions.

Type of applicants

In order to help the Commission to effectively pursue this priority, on the basis of Article 195(f) of the Financial Regulation, a direct grant will be awarded to the European University Institute (EUI). The direct award of this grant is justified by the specific characteristics of the action, requiring a high degree of specialisation that only the above-mentioned entity possesses.

The EUI offers a truly pan-European structure gathering researchers from several academic disciplines from all Member States with complementary economic, legal and social backgrounds required to assess media pluralism. According to Art. 2 of its statutes, the EUI is entrusted with an accompanying role to promote and anticipate further stages of European integration through academic reflection. The Centre for Media Pluralism and Media Freedom (CMPF) at the Robert Schuman Centre for Advanced Studies (RSCAC) of the European University Institute was established by the Commission in 2011 as part of the Union’s ongoing efforts to improve the protection of media pluralism and media freedom in Europe.

The Media Pluralism Monitor conducted by the CMPF is specifically mentioned in the political mandate given to the Commission Vice-President for Values and Transparency. Its role was also recognised in the Council conclusions of November 2013, November 2018 and December 2020 as well as in the report from the European Parliament on media pluralism and media freedom in the European Union (2017/2209(INI)). The Media Pluralism Monitor has recently been upgraded to take into account digital challenges under the European Parliament Preparatory Action “Monitoring Media Pluralism in the digital era”. The Commission has assessed the state of certain aspects related to media pluralism in all Member States as one of the pillars of the first annual Rule of Law Report. The international status of the EUI, its structure and modus operandi provide a framework to ensure that media pluralism is monitored in an independent manner. The results of its operations are neutral, and as a result of the previous implementation of the monitor, the Centre has already

assembled a network of country teams in all EU Member States.

As a result, the Centre for Media Pluralism and Media Freedom of the Florence School of Regulation is best placed to implement the Action.

Expected results

The Media Pluralism Monitor is an instrument measuring risks to media pluralism in the EU through a broad set of indicators, covering legal, economic and socio-demographic aspects. It is meant to provide evidence-based information on the state of media pluralism in each Member State and in the EU as a whole.

The aim of this activity is two-fold: to further develop an instrument to measure media pluralism in the digital era and use the upgraded Media Pluralism Monitor to measure risks to media pluralism both online and off-line. It will result in a comprehensive main report and individual country reports.

The action will ensure logical coherence and comparability between the individual reports.

The project will:

- map the threats to media pluralism online and reflect them through indicators
- draw up individual country reports as well as a comprehensive main report
- organise a conference towards the end of the action, inviting stakeholders and the general public, with a view to presenting the results and methodology of the MPM
- organise trainings for media professionals / stakeholders to further explore the matters covered by MPM
- ensure communication and ad hoc study activities in the field of media pluralism

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through grant without a call for proposal – Article 195 (f) FR	2 200 000

1.5 NEWS - MEDIA LITERACY

Index reference in budget table (WPI): 3.05

Support will encourage knowledge sharing and exchanges on media literacy policies and practices to enable the development of innovative cross-border media literacy initiatives and communities across Europe, in a continuously changing digital media landscape and taking into account current user behaviour among various age groups.

Type of applicants

The call is open to consortia composed of at least three entities from a minimum of three different countries participating in the Creative Europe programme. These consortia may include profit and non-profit organisations (private or public); public authorities (national, regional, local); international organisations; universities and educational institutions; media organisations; research and technology institutions; technology providers.

Expected results

The Call for Proposals will result in:

- pan-European consortia, scaling up best practices across national, cultural and linguistic borders, and developing and upscaling media literacy tools and actions to ensure the transfer of such practices to the widest possible audience, covering different types of media delivery modalities ;
- forums for exchange of best practices around specific age groups, groups with limited media literacy skills or access, or those at risk of social exclusion;
- support for media literacy professionals to adapt their practices to fast developing media formats and changing media consumption patterns.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	2 000 000

1.6 CREATIVE EUROPE DESKS

In accordance with Article 7 (1) (d) of the Regulation, the countries participating in the Programme, acting together with the Commission, shall establish the Creative Europe Desks (Programme desks) to carry out the following tasks:

- Promote the Programme at national level, provide relevant information on the various types of financial support available under Union policy, and assist the cultural and creative actors, including the media sector, in applying under the Programme, including by informing them of the requirements and procedures related to the various calls and by sharing good practices;

Support potential beneficiaries in application processes and peer mentoring for newcomers to the Programme, stimulate cross border cooperation and the exchange of best practices between professionals, institutions, platforms, and networks within and across the policy areas and sectors covered by the Programme;

- Support the Commission in ensuring a proper communication and dissemination of the results of the Programme to the citizens and to the operators

Beneficiaries can only be bodies designated at national level by national authorities. The support to the Creative Europe Desks is identified in Article 7 (1) (d) of the Regulation. The grant will be awarded on the basis of Article 195(d) FR subject to approval of an activity plan and an estimated budget.

Index reference in budget table (WPI): 3.09

For information, in 2023, a further annual commitment will be undertaken for the following multi-annual actions launched and contracted under the Annual Work Programme 2022:

Implementing body	Action	Call for proposal (reference)	2023 Annual Instalment (Indicative amount - EUR)
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EACEA	Creative Europe Desks (WPI 3.10)	CREA-CROSS-2022-CEDESKS-IBA	6 431 120 ²⁶
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Index references in budget table (WPI): 3.10

The Commission will conclude a multiannual agreement with Creative Europe Desks **appointed after October 2022**, with annual instalments for the period 2023-2024 for activities covering the period as from the submission date to 31 December 2024, subject to available budget appropriations.

Expected results:

Contracts for 1 or 2 Creative Europe Desk in the countries associated to the Creative Europe Programme after 2022.

Implementing body	Implementing mode	Call for proposal (reference)	Indicative amount (EUR)*
EACEA	Direct management through grant without a call for proposal– Article 195 (d)	CREA-CROSS-2023-CEDESK-PC-IBA	276 260 for the period 2023-2024 188 130 for 2023

* This action covers third countries associated to the Programme. Additional funding will become available via the payment of the entry ticket for the countries joining the Creative Europe Programme.

GRANTS WITH MULTI-ANNUAL COMMITMENTS

PROCUREMENTS

2.1 MID-TERM & FINAL EVALUATION 2014-2020

Index references in budget table (WPI): 3.03

A mid-term external evaluation, as foreseen by the article 34 of the Financial Regulation, will be performed and its findings reported to the European Parliament and the Council. The report shall assess the continued relevance and coherence of the programme's objectives taking account developments in these dynamic and fast-changing sectors. In particular, it will assess and make recommendations concerning the programme's role in contributing to a successful content industry (including both culture and audiovisual) able to reach out to new audiences, adapt to the digital era and thrive in the Digital Single Market. The feedback of stakeholders will be fully taken into account, as regards the challenges facing the industry as well as the administrative functioning of the schemes and actions. The performance of the 2014-2020 programme will also be evaluated, including aspects such as effectiveness, efficiency, coherence, relevance and EU added value. The final evaluation will be based on the information generated by the monitoring arrangements and

²⁶ It is the amount for Desks including non-EU countries coming from RO credits (around 6 million euros covering the Member States and the rest the third countries who already joined the programme in 2021 and 2022)..

indicators established for the actions of the programme.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC/CNECT	Direct management through public procurement	600 000

2.2 NEWS MEDIA POLICY DIALOGUES

Index references in budget table (WPI): 3.08

Events and communication material concerning news media will be supported.

Activities will include in particular conferences and other events concerning media policy, such as events in the framework of the European Media Literacy Week, the European News Media Forum and other stakeholder events such as the “World Press Freedom Day”) or events in the field of investigative journalism, data journalism and public interest news.

Publications will be linked to the achievement of policy objectives and include brochures.

Services may include monitoring of press and other media, subscriptions to on-line services, technical assistance, purchase of specific equipment and software.

Implementing body	Implementing mode	Indicative amount (EUR)
CNECT	Direct management through public procurement	450 000

2.3 MEETINGS WITH GRANT-HOLDERS AND OTHER STAKEHOLDERS

Index references in budget table (WPI): 3.12

The action covers costs related to grant-holders’ meetings as well as other ad-hoc physical or virtual meetings, seminars, conferences and events to support programme implementation.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through public procurement	116 534

OTHER ACTIONS

3.1 PROJECT SELECTION AND IMPLEMENTATION

Index references in budget table (WPI): 3.11

Costs related to the experts involved in the assessment of applications and supporting of monitoring tasks. These tasks relate to actions managed by the European Education and Culture Executive Agency (cross sectoral strand). This item will be implemented through recourse to experts based on existing lists established following Calls for Expression of Interest in compliance with Art. 237 FR.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through calls for Expression of Interest	125 100

Part III – Budget

AVAILABLE APPROPRIATIONS

The total available appropriations foreseen under the 2023 Work Programme for the EU Member States, countries belonging to the European Economic Area, other countries participating to the programme amounts to **EUR 324 277 394**.

These available appropriations are distributed as follows:

- appropriations from the budget of the Union and under Heading 2: **EUR 310 328 116** ;
- appropriations arising from the participation of the EFTA/EEA countries: **EUR 9 092 614** ;
- appropriations corresponding to estimated external assigned revenues : **EUR 4 634 268** ;
- appropriations corresponding to estimated internal assigned revenues from recoveries: **EUR 222 396** ;
- global appropriations for grant actions: **EUR 321 195 622** ;
- global appropriations for procurement: **EUR 8 988 319** .

Table 1 – Creative Europe 2023: available appropriations

Strands	Budget lines	EU-27	External assigned revenues		Internal assigned revenues	2023 Draft Budget
			EFTA/EEA	Other countries		
CULTURE	07 05 01	102.540.879	3.004.448	805.277	449	106.351.053
MEDIA	07 05 02	180.661.827	5.293.392	3.189.057	213.636	189.357.912
CROSS-SECTORAL	07 05 03	27.125.410	794.775	639.934	8.311	28.568.430
TOTAL		310.328.116	9.092.614	4.634.268	222.396	324.277.394

Legend for the following tables

Legend:	
CFP:	Grants awarded with a call for proposals
DB:	Grants to bodies identified by a basic act - Art 195 (d) FR
FPA:	Specific grant awarded under a Framework Partnership Agreement
IM:	Indirect management
MON:	Grants to bodies with a de jure or de facto monopoly - Art 195 (c) FR
PP:	Public Procurement
PR:	Prize
SE:	Experts - Art. 237 FR
SPE:	Grants for actions with specific characteristics - Art 195 (f) FR
WPI:	Work Programme Index

CULTURE STRAND

Table 2

WPI	Actions	Budget 2023	Mode of implementation	Implementing Body
Actions supporting all sectors of the CULTURE strand				
1.01	European Cooperation projects	63.455.785	CFP	EACEA
1.02	European Platforms for the promotion of emerging artists	11.000.000	CFP	EACEA
1.03	European Networks of cultural and creative organisations	9.000.000	CFP	EACEA
1.04	Pan-European cultural entities	1.800.000	CFP	EACEA
1.05	European Capitals of Culture (Melina Mercouri Prize)	3.000.000	PR	EAC
1.06	Policy development and Dialogue with stakeholders	1.000.000	PP	EAC
1.07	European Spaces of Culture - EUNIC	750.000	SPE	EAC
1.08	Cooperation with the International Council of Museums	283.333	SPE	EAC
1.09	Support to the ukrainian refugees and the ukrainian cultural and creative sectors	5.000.000	CFP	EACEA
1.10	FLIP (Finance, Innovation, Learning and Patenting/IPR) Policy Project	350.000	CFP	EAC
1.11	Training for cultural heritage professionals in Ukraine	100.000	SPE	EAC
Cultural heritage				
1.12	EU prize for Cultural Heritage	450.000	SPE	EAC
1.13	Cooperation with the Council of Europe	400.000	IM	EAC
Literature and books				
1.14	Circulation of European literary works	5.000.000	CFP	EACEA
1.15	EU prize for Literature	600.000	SPE	EAC
1.16	European Book Week	200.000	PP	EAC
Music				
1.17	EU prize for popular and contemporary music	600.000	CFP	EAC
Programme implementation				
1.18	Communication activities	150.000	PP	EAC
1.19		15.000		COMM
1.20	Project selection and implementation	1.210.150	SE	EACEA
1.21		400.000		EAC
1.22		280.000		EAC
1.23	ECOC mid-term evaluation	200.000	PP	EAC
1.24	Meetings with grant holders and other stakeholders	150.000	PP	EACEA
1.25	Support to IT systems	384.530	PP	EAC
1.26		572.255		EACEA
TOTAL		106.351.053		

MEDIA STRAND

Table 3

WPI	Actions	Budget 2023	Mode of implementation	Implementing Body
Creation cluster				
2.01	European co-development	6.500.000	CFP	EACEA
2.02	European slate development	19.500.000	CFP	EACEA
2.03	European mini-slate development	5.500.000	CFP	EACEA
2.04	Video Games and Immersive content development	7.500.000	CFP	EACEA
2.05	TV and online content	23.500.000	CFP	EACEA
Business cluster				
2.06	European Film Distribution	34.000.000	CFP	EACEA
2.07	European Film Sales	5.500.000	CFP	EACEA
2.08	Innovative tools and business models	8.883.198	CFP	EACEA
2.09	MEDIA Stands	3.500.000	PP	EACEA
Audience cluster				
2.10	Networks of European Cinemas	15.500.000	CFP	EACEA
2.11	European Festivals	10.000.000	CFP	EACEA
2.12	Films on the move	17.799.193	CFP	EACEA
2.13	Subtitling of cultural content	6.000.000	SPE	EACEA
2.14	Audience Development and Film Education	6.500.000	CFP	EACEA
Policy support & awareness raising cluster				
1. Provision and sharing of data intelligence				
2.15	European Audiovisual Observatory	1.525.521	DB	CNECT
2. Exchanges and policy cooperation				
2.16	European carbon measurement tool	450.000	PP	CNECT
3. Communication				
2.17	Communication and engagement with industry and citizens (European Film Forum, Lux Audience Award, European Film award, Promotion of European Film heritage)	1.050.000	PP	CNECT
Blending				
2.18	MedialInvest - investment to foster European audio-visual productions and distribution	15.000.000	IM	CNECT - EIF
Programme implementation				
2.19	Support to Project selection and implementation	1.000.000	SE	EACEA
2.20	Meetings with grant holders and other stakeholders	150.000	PP	EACEA
	TOTAL	189.357.912		

CROSS SECTORAL STRAND

Table 4

WPI	Actions	Budget 2023	Mode of implementation	Implementing Body
3.01	Presidency events	200.000	MON	EAC
3.02		200.000	MON	CNECT
3.03	Mid-term & Final Evaluation 2014-2020	600.000	PP	CNECT
3.04	Creative Innovation Lab	5.438.131	CFP	EACEA
3.05	NEWS-Media Literacy	2.000.000	CFP	EACEA
3.06	NEWS-Journalism partnerships			
	Journalism partnerships - Collaboration	5.619.415	CFP	EACEA
	Journalism partnerships - Pluralism	5.000.000	CFP	EACEA
3.07	NEWS-Monitoring media freedom and pluralism	2.200.000	SPE	EACEA
3.08	News Media Policy Dialogues	450.000	PP	CNECT
3.09	Creative Europe Desks	6.431.120	DB	EACEA
3.10	Creative Europe Desks in participating countries	188.130	DB	EACEA
3.11	Project selection and implementation	125.100	SE	EACEA
3.12	Meetings with grant holders and other stakeholders	116.534	PP	EACEA
	TOTAL	28.568.430		

COUNTRY DISTRIBUTION - CREATIVE EUROPE DESKS

Table 5

Country	Annual max ceiling**
EU Member States	
Austria	170,000.00
Belgium	220,000.00
Bulgaria	105,000.00
Croatia	105,000.00
Cyprus	95,000.00
Czech Republic	182,000.00
Denmark	182,000.00
Estonia	67,000.00
Finland	179,000.00
France	538,000.00
Germany	719,000.00
Greece	144,000.00
Hungary	147,000.00
Ireland	231,000.00
Italy	445,000.00
Latvia	83,000.00
Lithuania	94,000.00
Luxembourg	94,000.00
Malta	70,000.00
Netherlands	227,000.00
Poland	272,000.00
Portugal	97,000.00
Romania	87,000.00
Slovakia	103,000.00
Slovenia	94,000.00
Spain	543,000.00
Sweden	207,000.00
Sub-total (EU)	5,500,000.00
EEA/EFTA	
Iceland	94,000.00
Norway	181,000.00
Liechtenstein	45,000.00
Sub-total (EEA/EFTA)	320,000.00
Associated countries	
Albania	75,140.00
Bosnia & Herzegovina	75,140.00
Montenegro	44,000.00
North Macedonia	75,140.00
Serbia	82,660.00
Kosovo*	25,660.00
Georgia	54,270.00
Tunisia	75,140.00

Ukraine	103,970.00
Sub-total (associated countries)	611,120.00
Total (EU+EEA/EFTA+associated countries)	6,431,120.00

**For third countries associated to the programme: the maximum amount will be communicated individually by the Commission to the country concerned, in accordance with the amounts agreed in the Association Agreement. Additional funding will become available via the payment of the “entry ticket” for the countries joining the Creative Europe Programme.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence