



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)6084 of 14 September 2023



Brussels, 14.9.2023
C(2023) 6084 final

COMMISSION IMPLEMENTING DECISION

of 14.9.2023

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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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

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, then amended by Implementing Decision C(2022) 6138⁵, and last amended by Implementing Decision C(2023) 3227⁶, 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 1 607 795 476 for the years 2021-2025.
- (2) To continue the implementation of the programme, it is necessary to amend the multi-annual financing decision C(2021) 3563 to cover for the period 2021 – 2027 and adopt the work programme for the year 2024.
- (3) 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

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 financing of the Creative Europe Programme for 2021-2023 and the adoption of the work programmes for 2021 and 2022.

⁶ Commission Implementing Decision C(2023) 3227 of 5 June 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.

the case of the actions fostering innovation or supporting the creation, production or distribution of audio-visual works.

- (4) Implementing Decision C(2021) 3563 should therefore be amended accordingly.
- (5) 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) The Title is replaced by the following:
“Commission Implementing Decision on the financing of the Creative Europe Programme for 2021-2027 and the adoption of the work programmes for 2021 - 2024”;
- (2) Articles 1 and 2 are replaced by the following:

*“Article 1
Work programmes*

The financing decision, constituting the annual work programmes for the implementation of the Creative Europe Programme for 2021 - 2024, as set out in the Annexes, is adopted.

*Article 2
Union contribution*

The maximum Union contribution for the implementation of the programme for the years 2021-2027 is set at EUR **2 469 885 620**, 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 **818 673 029** for the years 2021-2027
- (b) budget line 07 05 02: EUR **1 429 791 345** for the years 2021-2027
- (c) budget line 07 05 03: EUR **221 421 246** for the years 2021-2027

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 draft general budget of the Union for 2024, following the adoption of that budget by the budgetary authority or as provided for in the system of provisional twelfths and to contributions of EFTA and other participating countries to the programme.”;

(3) The text set out in the Annex to this Decision is added as Annex IV.

Done at Brussels, 14.9.2023

*For the Commission
Margaritis SCHINAS
Vice-President*



COMMISSION
EUROPÉENNE

Bruxelles, le 14.9.2023
C(2023) 6084 final

DÉCISION D'EXÉCUTION DE LA COMMISSION

du 14.9.2023

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 14.9.2023

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, puis par la décision d'exécution C(2022) 6138⁵, et en dernier lieu par la décision d'exécution C(2023) 3227⁶, 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 1 607 795 476 EUR pour la période 2021-2025.
- (2) Pour poursuivre la mise en œuvre du programme, il est nécessaire de modifier la décision de financement pluriannuelle C(2021) 3563 afin de couvrir la période 2021-2027 et d'adopter le programme de travail annuel pour 2024.
- (3) 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 de la Commission 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 de la Commission relative au financement du programme «Europe créative» pour 2021-2023 et à l'adoption du programme de travail annuel pour 2021 et 2022.

⁶ Décision d'exécution C(2023) 3227 de la Commission du 5 juin 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.

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.

- (4) Il y a donc lieu de modifier la décision d'exécution C(2021) 3563 en conséquence.
- (5) 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) Le titre est remplacé par le texte suivant:
«Décision d'exécution de la Commission relative au financement du programme "Europe créative" pour 2021-2027 et à l'adoption des programmes de travail annuels pour 2021-2024».
- (2) Les articles 1^{er} et 2 sont remplacés par le texte suivant:

*«Article premier
Programmes de travail*

La décision de financement, qui constitue les programmes de travail annuels pour la mise en œuvre du programme "Europe créative" pour 2021-2024, figurant en annexe, est adoptée.

*Article 2
Contribution de l'Union*

Le montant maximal de la contribution de l'Union destinée à la mise en œuvre du programme pour les années 2021-2027 est fixé à **2 469 885 620** EUR, à financer sur les crédits inscrits aux lignes suivantes du budget général de l'Union:

- (a) ligne budgétaire 07 05 01: **818 673 029** EUR pour les années 2021-2027;
- (b) ligne budgétaire 07 05 02: **1 429 791 345** EUR pour les années 2021-2027;
- (c) ligne budgétaire 07 05 03: **221 421 246** EUR pour les années 2021-2027.

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 qui sont prévus dans le projet de budget général de l'Union pour 2024, après l'adoption de celui-ci par l'autorité budgétaire, ou qui sont prévus par le régime des douzièmes provisoires, et des contributions des pays de l'AELE et des autres pays participant au programme.».

- (3) Le texte figurant en annexe de la présente décision est ajouté en tant qu'annexe IV.

Fait à Bruxelles, le 14.9.2023

*Par la Commission
Margaritis SCHINAS
Vice-président*



EUROPÄISCHE
KOMMISSION

Brüssel, den 14.9.2023
C(2023) 6084 final

DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 14.9.2023

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

DURCHFÜHRUNGSBESCHLUSS DER KOMMISSION

vom 14.9.2023

zur Änderung des Durchführungsbeschlusses C(2021) 3563 über die Finanzierung des Programms Kreatives Europa 2021–2025 und die Annahme der Arbeitsprogramme für die Jahre 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, dann geändert durch den Durchführungsbeschluss C(2022) 6138⁵ und zuletzt geändert durch den Durchführungsbeschluss C(2023) 3227⁶, 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 1 607 795 476 EUR für die Jahre 2021–2025 vorgesehen.
- (2) Um die Durchführung des Programms fortzusetzen, ist es erforderlich, den mehrjährigen Finanzierungsbeschluss C(2021) 3563 für den Zeitraum 2021–2027 zu ändern sowie das Arbeitsprogramm für das Jahr 2024 anzunehmen.
- (3) In Bezug auf den Aktionsbereich MEDIA sollte bei einigen Maßnahmen die Förderfähigkeit an die europäische Staatsangehörigkeit der Antragsteller geknüpft werden, um die Wettbewerbsfähigkeit der europäischen audiovisuellen Industrie

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 vom 31. August 2022 zur Änderung des Durchführungsbeschlusses C(2021) 3563 der Kommission über die Finanzierung des Programms Kreatives Europa 2021–2023 und die Annahme der Arbeitsprogramme für 2021 und 2022.

⁶ Durchführungsbeschluss C(2023) 3227 vom 5. Juni 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.

wirksam zu fördern; dies gilt insbesondere für Maßnahmen zur Innovationsförderung oder zur Unterstützung der Schaffung, Herstellung oder Verbreitung audiovisueller Werke.

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

BESCHLIEßT:

Einziges Artikel

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

- (1) Der Titel erhält folgende Fassung:

„Durchführungsbeschluss der Kommission über die Finanzierung des Programms Kreatives Europa 2021–2027 und die Annahme der Arbeitsprogramme für die Jahre 2021–2024“;

- (2) Die Artikel 1 und 2 erhalten folgende Fassung:

„Artikel 1 Arbeitsprogramme

Der in den Anhängen dargelegte Finanzierungsbeschluss, der die Jahresarbeitsprogramme für die Durchführung des Programms Kreatives Europa für die Jahre 2021–2024 darstellt, wird angenommen.

Artikel 2 Beitrag der Union

Der Höchstbeitrag der Union für die Durchführung des Programms für die Jahre 2021–2027 beläuft sich auf **2 469 885 620** EUR und wird aus den in folgende Haushaltslinien des Gesamthaushaltsplans der Union eingesetzten Mitteln finanziert:

- (a) Haushaltslinie 07 05 01: **818 673 029** EUR für die Jahre 2021–2027
- (b) Haushaltslinie 07 05 02: **1 429 791 345** EUR für die Jahre 2021–2027
- (c) Haushaltslinie 07 05 03: **221 421 246** EUR für die Jahre 2021–2027

Die in Absatz 1 genannten Haushaltsmittel können auch Verzugszinsen abdecken.

Dieser Beschluss kann nur durchgeführt werden, wenn die im Entwurf des Gesamthaushaltsplans der Union für das Jahr 2024 vorgesehenen Mittel infolge des Erlasses des entsprechenden Haushaltsplans durch die Haushaltsbehörde in voller Höhe oder nach der Regelung der vorläufigen Zwölfstel teilweise bereitgestellt werden und Beiträge der EFTA und anderer teilnehmender Länder zu dem Programm geleistet werden.“

(3) Der Text im Anhang des vorliegenden Beschlusses wird als Anhang IV angefügt.

Brüssel, den 14.9.2023

*Für die Kommission
Margaritis SCHINAS
Vizepräsident*



European
Commission

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ANNEX

Annual Work Programme for the implementation of the "Creative Europe" Programme for 2024

Part I - General overview

This Work Programme outlines the policy framework, the priorities and the actions implementing "Creative Europe Programme" in 2024

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 to foster innovation and mobility within Europe's cultural and creative sectors and strengthen their economic, social and external dimension (**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.

After some delays in the implementation of the programme, due to the late adoption of the legal base, the adoption of the 2023 Annual Work Programme on 31 August 2022 allows for an implementation of the Programme at a normalised pace with all the 2023 calls already launched during the last quarter of 2022. The Programme ambitions is to keep the same pace of call-publication until the end of the Programme in 2027.

In 2023, the Creative Europe Programme, under its **Culture strand**, continued to provide an exceptional support to the Ukrainian creative and cultural sectors. This year was also the one of the first edition of the Day of European Authors. Taking place on 27 March 2023, it successfully promoted European literature and reading among younger generations with the organisation of 1000 events in schools and of a conference in Sofia, Bulgaria. The high interest for the calls of the Culture strand was confirmed once more, with 800 proposals submitted for the 2023 European Cooperation Projects and 131 for the calls to support Circulation of European literary translations.

The number of proposals submitted under the 2023 **MEDIA** Calls remains stable overall, with a slight increase of proposals in some calls, resulting from a certain stability after the launch of the programme in 2021.

Under the **Cross-sectoral** strand the new calls attracted growing interest in 2023 with an increased number of proposals for Journalism Partnerships, Media Literacy and the Creative Innovation Lab.

THIRD COUNTRY ASSOCIATION

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

- 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 Area⁴. In 2024 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 2024 Albania, Bosnia and Herzegovina, Kosovo⁵, Montenegro, North Macedonia and Serbia will participate since they have already signed a participation agreement.

⁴ OJ L 1, 3.1.1994, p. 3.

⁵ 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.

Türkiye is expected to join upon finalisation of the negotiation process.

- 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 2024, Armenia, Georgia, Tunisia and Ukraine will participate since they have already signed a participation agreement.

- 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.

As a matter of principle, third countries should aim to participate fully in the Programme. However, participating in the MEDIA and full-participation 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**

The following European third countries fulfilling all the conditions set out in the AVMSD fully participate in all strands of the Programme:

- EEA/EFTA countries: Iceland, Liechtenstein, Norway
- Bosnia and Herzegovina, Albania
- Provisionally until 31 December 2023, other candidate countries who participated in former programme i.e. North Macedonia, Serbia and Montenegro. Beyond that date, for all actions mentioned in this WP 2024, continued participation in the MEDIA and Cross-sectoral strands will be contingent upon their submission of the evidence that they meet the conditions set out in Directive 2010/13/EU (AVMS Directive).

- **Partial participation**

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

Ukraine has adapted its legislation and satisfies the conditions for partial participation. It will soon start negotiations to fully participate in all strands of the programme.

Transitional partial participation of other ENP countries which fully participated in the preceding Programme 2014-2020 i.e. Georgia and Tunisia is possible until 31 December 2023. Beyond that date continued partial participation in the MEDIA sectoral strands of the Programme will be contingent on evidence submitted to the Commission which shows that ENP countries meet the conditions required for the application of article 9, paragraph 3 of the Creative Europe Regulation.

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; markets and networking

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 Programme⁶.

- **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 Creative Europe Programme	Participation in the MEDIA and CROSS SECTORAL strands	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 candidates	Articles 9,2 9,4 and 9,5	Full participation provisionally granted to those countries that fully participated in the 2014-2020 programming period	full participation in MEDIA and CROSS only if they provide evidence 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	- partial participation in MEDIA and in CROSS to be pursued only if compliance with general principles** - full participation in clusters 2 and 3 if

⁶ 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.

				programming period. Partial participation in MEDIA gives access to the training, markets and networks, festivals, film education and audience development actions	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 for 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 182/2011⁷, 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 cross-border cooperation, support the Commission, and ensure the communication and dissemination of funding awarded and results obtained in their respective country.

⁷ 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.

2. POLICY FRAMEWORK

In 2024, the Creative Europe Programme will continue to be an instrument to contribute to major European policy initiatives relevant to the cultural and creative sectors, including the audiovisual sector still being aligned to the objectives of the 2018 New European Agenda for Culture and the priorities and corresponding actions identified in the EU Work Plan for Culture 2023-2026 (Council Resolution of 29 November 2022). Many of the actions included in the Work Plan will be implemented by the Commission and/or with the support from the Commission. In addition, in 2024, the Creative Europe programme will provide financial support to implement some of these actions.

This Work Programme will also take into account relevant recent Council Conclusions, including those adopted in 2021, 2022 and 2023, on “The recovery, resilience and sustainability of the cultural and creative sectors“, on “Culture, high-quality architecture and built environment as key elements of the New European Bauhaus initiative“, on “Building a European Strategy for the Cultural and Creative Industries Ecosystem” and on “At-risk and displaced artist“, which invite the Commission and the Member States, within their respective areas of competence, to take action addressing the challenges identified as well as the values of the New European Bauhaus initiative connecting the European Green Deal to daily lives and living spaces.

Under the current programming period, important efforts were made to encourage the cultural and creative sectors and industries to truly work as an ecosystem: first by increasing the funding sources offered under the different EU programmes and second by making the information about these financing opportunities more accessible through the CulturEU⁸ web tool.

Finally, Creative Europe will take on board the priorities of the 2023 European Year of Skills given the fundamental role of skills and talent for the cultural and creative ecosystem. The programme will likewise support culture’s role in achieving the Commission’s priorities, such as health and wellbeing, particularly mental health, thereby also complying with the overarching objectives of the 2030 Agenda/Sustainable Development Goals and the EU Work Plan for Culture 2023-2026. Building on the legacy of the European Year of Youth 2022, the Work Programme will continue to support cultural initiatives that engage, connect and empower young people, either as audience and/or as emerging artists.

Creative Europe MEDIA is in line with the objectives of Europe’s Digital Decade⁹ and plays a key role within the updated industrial strategy¹⁰ as regards the cultural and creative industries ecosystem. The Programme accompanies the provisions of the Audiovisual Media Services Directive, notably as regards the promotion of European works, and tackles the challenges that the audiovisual sector is facing – including the digital transition – by enabling cooperation at European level, across the value chain.

The Programme will continue to contribute to the implementation of the 2020 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 is also in line with the objectives of the European Democracy Action Plan (EDAP), as its funding helps strengthen media freedom in

⁸ <https://culture.ec.europa.eu/funding/cultureu-funding-guide>

⁹ Communication from the Commission on the 2030 Digital Compass: the European way for the Digital Decade COM(2021) 118 final

¹⁰ 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

particular by supporting the resilience and sustainability of news media and complements the proposal for a European Media Freedom Act.

EU values being at the core of the EU programmes, beneficiaries and activities implemented under this Work Programme have to respect the EU values reflected in Article 2 of the Treaty on European Union and the rights and principles enshrined in the Charter of Fundamental Rights of the European Union, particularly Article 21: respect of human dignity, freedom, democracy, equality, rule of law, respect for human rights, non-discrimination based on sex, race, ethnic or social origins, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation. The Programme will also be implemented in line with the values enshrined in the declaration on European Digital rights and principles, which promotes a sustainable, human-centric vision for the digital transformation.

The Programme will pursue its strategic cooperation and partnership with international organisations active in the field of culture, such as the International Council of Museums. These partnerships can bring added value for the achievement of the Programme's objectives, as they bring unique competences in specific areas such as, for example, the fight against trafficking in cultural goods and cultural heritage, thereby allowing to maximize the impact of the Programme's action.

Participation of third countries in Creative Europe is subject to the conditions set out in the Creative Europe Regulation, Article 9. In view of the delays of third countries in aligning their legislation with Directive EU 2010/13 an extension until 31 June 2023 was granted in order to enable them to submit evidence that their legislation complies with the requirements of Article 9. This will allow the extension of their participation in the MEDIA and Cross-sectoral strands of Creative Europe.

Key challenges in 2024

Multiple challenges faced by the cultural and creative sectors

Following the COVID-19 pandemic, which hit the cultural and creative sectors particularly hard, the different creative sub-sectors faced new unforeseen shocks, notably price inflation and in particular the rise in energy prices following the Russian invasion of Ukraine.

At the same time digitisation has facilitated the distribution of cultural and creative content and services, but it has also intensified competition on a global scale whilst audiences have continued to shift online. Thus, price inflation coupled with an escalation in production budgets has led to gaps in financing for organisations and increased the average budget of cultural and audiovisual EU productions.

Nonetheless, creative organisations and companies have a potential for high growth, despite their size and often being small organisations or self-entrepreneurs susceptible to precariousness. Ensuring a continuous upskilling of the professionals of the sector will be key to competitiveness, notably through entrepreneurial and cross-cutting skills to encourage transformation and innovation.

The Programme will continue to address these challenges, taking into account the feedback from stakeholders in the cultural and creative sectors. Activities implemented under this Programme will strive to ensure consistency, complementarity and synergies with other relevant EU funding programmes.

Russian invasion of Ukraine

Creative Europe stands for promoting culture and creativity in building inclusive and cohesive societies founded on the European values of respect for fundamental rights, democracy and the rule of law.

Following the illegal Russian invasion of Ukraine, Creative Europe reacted by encouraging and facilitating the participation of Ukrainian organisations, professionals and artists and by launching specific actions to respond to the needs of Ukrainian cultural and creative sectors. These actions helped Ukrainian organisations to continue creating and showcasing Ukrainian culture, addressed the need of Ukrainians to have access to culture and of the cultural heritage to be preserved. In 2024, Creative Europe will keep on supporting Ukrainian artists and cultural operators showcase their work and Ukrainian displaced population have access to culture in these extremely challenging times.

Once the participation of Ukraine in Creative Europe has been extended, the EU will be able to negotiate with Ukraine, as a candidate country, the possibility of a full participation in the MEDIA and Cross-Sectoral strands. In line with article 9(2) of Regulation (EU) 2021/818 on the Creative Europe programme, this will require full alignment with Directive EU 2010/13.

Making the cultural and creative sectors greener and more inclusive

Actions of the Programme will further mainstream the cross-cutting issues of inclusion and diversity, in particular gender balance and including the challenges linked to health and well-being, especially mental health in the post COVID-19 context the second cross-cutting issue will be 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.

In 2024, the Commission will continue looking into ways how environmental, sustainable and proportional measures can be effectively and efficiently introduced in the Creative Europe actions, in line with the objectives of the European Green Deal, based on the results of the study “Greening the Creative Europe Programme” published in May 2023. The green transition of Creative Europe will be gradual, with ambitions increasing over time to ensure that milestones are achievable, and no actors, sectors or participating countries are left behind. The “greening” of the Programme goes in line with the EU Work Plan for Culture 2023-2026 that highlights the need to stimulate the green transition of the cultural and creative sectors, and provides for corresponding actions, including the start of an Open Method of Coordination group in the first half of 2024.

Shaping virtual worlds

Virtual worlds are emerging as the next transformative frontier of the digital environment, as they blend digital and physical realities to create real-time, immersive environments. The Commission is launching an initiative to work together with Member States and industry with the overall aim of shaping virtual worlds which reflect European values of openness, diversity and freedom of expression.

The EU, as a content and culture rich continent, with a flourishing creative industry and cultural heritage, is well placed to take up these new opportunities. However, in a context of strong international competition, support is needed.

Support on virtual worlds will be delivered through different EU Programmes. Horizon Europe will fund research and innovation activities and Digital Europe will promote the deployment of relevant technology. Creative Europe will support projects related to content to foster innovative formats and experiences, tools and applications. It will be key to foster collaboration between the cultural and creative industries, startups and tech.

In this initial phase several schemes for the MEDIA strand will contribute, namely Video Games and Extended Reality (XR); Innovative Tools and Business Models; Markets and Networking. Also, under the Cross-sectoral strand the Creative Innovation Lab can make a valuable contribution across the cultural and creative ecosystem. These funding opportunities are discussed in the sections below.

2024 PRIORITIES: CULTURE STRAND

In 2024, 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 Bauhaus¹¹.

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:

Building more crisis-resistant cultural and creative sectors

The 2024 Work Programme will continue providing its annual support to the cultural and creative sectors through schemes such as “European Cooperation Projects” or the “Circulation of European Literary Works”. In 2024 we will launch calls for proposals on 4-year multi-annual grant agreements for “Platforms for the promotion of emerging artists”, “Pan-European Cultural Entities” and “European networks of culture and cultural organisations”. These actions contribute to the **recovery and resilience** of the cultural and creative sectors and accompany their transformation to become more **crisis resistant** facing the long-term consequence of the COVID-19 crisis and ongoing high inflation across Europe. Through a wide range of projects and initiatives, the Programme will support cultural operators, artists and workers in the culture field to make the necessary changes through innovative solutions to adapt to digitalisation and globalisation in the sector in cooperation with partners from all the Creative Europe countries.

The Programme will give cultural organisations the possibility to cooperate and learn at cross-border level by funding small and medium-scale cooperation projects in 2024. The **cooperation** between organisations active in the cultural and creative sectors will contribute to: building the capacities of the organisations involved; giving rise to many artistic **co-creations**; helping the circulation of artists and dissemination of works and reaching new audiences and exchange of good practices. Through its “Platforms for the promotion of emerging artists” and its mobility scheme Culture Moves Europe, the Programme will continue to support artists and cultural professionals to internationalise their careers by supporting the **mobility** and showcasing emerging talents, supporting skills development, innovation and the transnational creation and circulation of European works in 2024.

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 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. Areas of innovation can encompass a social or societal dimension such as: audience engagement/development, gender equality, the inclusion of people with disabilities, people belonging to minorities and people belonging to socially marginalised groups, fighting climate change, digitisation, etc., as well as culture’s contribution to health and well-being, especially mental health, given the

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

existing evidence and the persisting mental health crisis affecting in particular the youth. In 2024, all actions of the Programme will continue to foster innovation in the cultural and creative sectors. The Programme will continue to 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 do so by providing support to European Platforms for the Promotion of Emerging artists, to Pan-European Cultural Entities as well as Europe-wide networks of organisations. In line with the Europe's Digital Decade, Creative Europe is dedicated to facilitating the transition and integration of the sectors with new technologies and digital platforms through its European cooperation projects and its networks of cultural professionals.

In 2024, in complement to its horizontal actions, the Programme will pursue its **sectorial approach** through targeted support to the books and publishing sector (the scheme to support the circulation of European literary works, the EU Prize for Literature and the second edition of the Day of European Authors), the cultural heritage sector (EU Prize for Cultural Heritage and joint cooperation with international organisations such as Council of Europe), the music sector (EU prize for Music, a special call on Music Moves Europe), the performing arts (ongoing Perform Europe) and the architecture sector (EU Prize for contemporary Architecture).

Dealing with the consequences of the war of aggression in Ukraine

Considering the important consequences that the war of aggression in Ukraine has on the population and the cultural and creatives sectors of this country as well as in its neighbourhood, support is still needed for artists to continue their activities and give access to culture to the Ukrainian displaced population.

Immediately after the outbreak of the war, the Creative Europe Programme has responded to this need which resulted in an increased participation of Ukrainian partners in the Culture actions:

- Out of 169 selected applications under the 2022 European Cooperation Projects' call, 11 projects included Ukrainian organisations and 2 had a Ukrainian coordinator. This is almost two times the results of the 2021 Cooperation call (1 coordinator, 5 partners from Ukraine) showing that the decision to postpone the call closing date was justified.
- The participation of Ukrainian publishers and/or the use of Ukrainian as source or target language in the call Literary translation 2022 have been much more important than in the previous years with 51 European books translated into Ukrainian and 35 Ukrainian books translated into 15 European languages. Moreover, the 2023 Creative Europe annual call to support the translation and circulation of European books will allow selected publishers to print and publish Ukrainian books, even if they have not been translated, to facilitate the access to culture and literature for Ukrainians.
- The mobility scheme, [Culture Moves Europe](#), also supported Ukrainian artists and professionals by exceptionally allowing them or their partners to take part in virtual mobilities if they could not travel.
- The Creatives Unite platform, co-funded by the EU through the Creative Europe Programme, developed a special feature dedicated to Ukraine on its landing page, highlights the responses of cultural and creative sectors to the crisis in Ukraine and fosters financial contribution in support of those responses.
- A EUR 5 million special call launched in September 2022 led to the selection of three Europe-Ukraine consortia. The 3 consortia started their actions in spring 2023 to support Ukrainian artists and culture organisations, facilitate the integration of displaced Ukrainians through the arts and contribute to the reconstruction of cultural heritage.
- A dedicated EUR 100 000 Creative Europe action was launched to facilitate sharing of expertise and capacity building of Ukrainian professionals, specifically for the reconstruction of cultural heritage sites, will be launched in 2023.

Building on the actions launched in 2022 and 2023, the support to the Ukrainian cultural and creative sectors will be included as the **2024 annual priority** of the cooperation projects calls – in addition to the 5 already-existing ones: *Audience development, Social inclusion, Sustainability, Digitalisation of the sector and*

International dimension. Having the support to the Ukrainian cultural and creative sectors as an annual priority in 2024 will encourage bottom-up initiatives to better respond to the needs on the ground and help to build capacity of the organisations involved.

Encouraging a greener and more inclusive Programme

The work carried out for the Study on **Greening the Creative Europe Programme** has established that an expertise for the greening of the creative and cultural sectors exists. In order for the Programme to contribute to the ambitious objectives of the European Green Deal, it is necessary to integrate this knowledge in the Programme. The Commission will work on developing the capacity and knowledge in the area of greening at all levels involved in the Programme implementation (EAC, CNECT, EACEA, Creative Europe Desks, experts, etc.) so that it can gradually be integrated in its implementation before embedding greening firmly as an objective in the current Programme, and upcoming programming periods, striving towards the objective of carbon-neutrality by 2050. Activities for identifying ongoing efforts and strengthening synergies, building up capacity and knowledge and disseminating green ideas within the Programme and beyond will be continued in 2024. The Commission will also propose to use the Open Method of Coordination group to be set up in the first half of 2024 to explore the possibility of introducing a Green charter for the Programme.

Natural and human-made disasters and crises (such as climate change, the COVID-19 pandemic and the Russian war against Ukraine) require strengthened risk-assessment skills, improved disaster preparedness, and coordinated actions in a transversal approach in order to safeguard cultural heritage, including intangible cultural heritage. In line with the EU Work Plan for Culture 2023-2026, the Programme will contribute to strengthening the capacity of Member States professionals when it comes to risk and emergency preparedness measures.

Citizens' cultural participation, especially among the younger generation, is crucial for democracy and social cohesion in the EU and should be bolstered. Strong international evidence shows that citizens' participation in cultural activities has a positive impact on civic and democratic outcomes and behaviours. The evidence shows that investing in citizens' cultural participation is essential in any effort to promote civic engagement, democratic outcomes and social cohesion in the EU. The EU Work Plan for Culture 2023-2026 includes an action entitled *Culture and promoting democracy: towards cultural citizenship in Europe*. In this context, the Programme will support activities that will bring together policy makers and relevant stakeholders from the cultural, educational and other sectors who will share knowledge and good policy examples of how to harness the potential of culture to enhance democracy, in a concrete and practical way. This endeavour will be inspired by the principles of the Porto Santo Charter.

Gender equality and inclusion remain at the heart of the Creative Europe Programme as a cross-cutting issue for its actions, meaning that all funded projects must consider equality in the design and implementation of their project and this aspect will be given attention in the evaluation of the proposals. The Creative Europe Programme is integrated in the efforts of the EU equality strategies under the Union of Equality priority, contributing and reporting its actions on gender equality, anti-racism and fighting antisemitism, Roma strategic framework for equality, inclusion and participation, LGBTIQ equality and rights of persons with disabilities. Under the Culture strand, applicants can apply for the funding of projects with social inclusion as a priority for their actions. The priority consists in promoting societal resilience and enhancing social inclusion in/through culture in particular of/for people with disabilities, people belonging to minorities and people belonging to socially marginalised groups, as well as intercultural dialogue.

Special actions

In addition to horizontal and sector-specific funding schemes, the Programme will continue supporting special actions such as the European Capitals of Culture, the European Heritage Label and European prizes giving high visibility to European creativity and artistic excellence.

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, as well as on the features they share, 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, through the award of the Melina Mercouri Prize, as well as the financial support given to the work of the Expert panel that is established to carry out the selection and monitoring procedures of ECOC cities. In 2024, the Commission will start preparing the celebration of the 40th anniversary of the ECOC initiative in 2025.

The **European Heritage Label (EHL)** 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. With the support of a European Panel of Experts, the Commission will carry out the selection process of new EHL sites to be awarded in 2023. In 2024 the Commission will be officially awarding the winners of the 2023 selection and will continue to strengthen the relevance and impact of initiative through the organisation of one monitoring exercise and evaluation process. The Commission will similarly support the work of the 2023 EHL umbrella launched through the 2022 call for project to support the implementation of the EHL.

In order to ensure a smooth continuation of the European Cultural Prizes, the Commission will launch in 2024 the appropriate procedures for the European Prizes for Cultural Heritage, Literature and Music, and in 2025 for the European Prize for Architecture.

EU prize for Cultural Heritage, Europe's most prestigious awards in the heritage field, honours outstanding heritage achievements. It contributes to highlighting and disseminating heritage excellence and best practices, encourages the cross-border exchange of knowledge and connects heritage stakeholders in wider networks.

The EU prize for popular and contemporary music is an instrument intended to celebrate emerging talent and, concretely and strategically, support artists at a very early stage, to help them incubate, develop and accelerate their international career.

The European Union prize for Literature rewards excellent European emerging authors and celebrates the linguistic diversity and excellence of literature in countries participating in the Creative Europe Programme. The Prize aims at showcasing Europe's diversity and richness of contemporary fiction, raise the profile of winning authors outside their home country and help them cross borders and reach a broader readership, promote the publication, translation, sales, and ultimately, the reading of books from other European countries and encourage transnational circulation of literature, both in Europe and beyond.

The EU Prize for contemporary architecture - Mies van der Rohe Award, a biennial award, celebrates excellence in architectural works built across Europe. The award also highlights the contribution of quality architecture to sustainable development and citizens' well-being. It aims at promoting and understanding the significance of quality and reflecting the complexity of architecture's own significance in terms of technological, constructional, social, economic, cultural and aesthetic achievements. The Programme will support the Mies Van Der Rohe Foundation for the organisation of the 2026 award edition.

2024 PRIORITIES: MEDIA STRAND

In order to adapt the support when necessary, we continue to monitor closely the results of the Calls for proposals launched so far. We have also maintained our ongoing dialogue with 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 which will still be in full deployment in 2024 and therefore do not need to be funded in the WP 2024. These include:

- Business cluster: Talents and Skills; MEDIA 360 (three year calls 2022-24)
- Audience cluster: European Festivals; Subtitling of cultural content; Audience Development (two year calls 2022-2023)

Russian invasion of Ukraine: The audiovisual sector in Ukraine has played a key role in promoting cultural diversity and giving a voice to civil society. Ukraine currently partially participates in MEDIA and in this framework cooperation will be pursued through the MEDIA actions on festivals, audience development, training and markets and networking as well as through participation in industry fora through MEDIA stands. For example the grant awarded in 2021 to the Odessa Film Festival covers the 2022 and 2023 editions. In 2022 the Odessa film festival had to be held “In Exile”, within the Warsaw festival. Several additional screenings and workshops were organised in other events like the Karlovy Vary International Film Festival, the Dark Nights festival in Tallinn or the Stockholm International Film Festival. The Creative Europe MEDIA will continue supporting the Ukrainian audiovisual sector and audiovisual professionals affected by the war and in implementing this support due account will be taken of the developing situation (see section above on Key Challenges for the Programme).

Recovery and transformation

The MEDIA strand will continue to support the recovery of the audiovisual industry from the severe impacts of the Covid crisis. The 2024 WP will build on the good progress made thus far in implementing the Media and Audiovisual Action Plan. In particular it will further develop the MediaInvest equity investment platform; contribute to greening through relevant support schemes; support media literacy actions; and facilitate cooperation within the European Regulators Group for Audiovisual Media Services (ERGA).

Cross cutting issues

An incremental strategy on greening has been followed so far. Since 2021 most MEDIA funding schemes attribute award criteria points for greening strategies. Also, actions which support beneficiaries such as markets and festivals which play a key role in convening and structuring the industry require beneficiaries to adopt Greening Charters to consolidate their commitments. Furthermore, following a structured dialogue the Work Programmes 2022 and 2023 provide funding for a European carbon calculator with the objective of ensuring a wide take up by the European industry and establishing a common benchmark for audiovisual productions.

MEDIA will continue to promote diversity and inclusiveness through award criteria points for the integration of strategies of diversity and inclusiveness in MEDIA projects.

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 have been implemented across the seven relevant schemes. Overall they have had a positive impact in terms of broadening the participation of countries in MEDIA, thus ensuring greater geographical diversity. In particular, the new European co-development scheme has ensured a strong diversity of production consortia with 70% of selected projects based on collaboration between lower capacity countries¹² and other countries. Also the new European mini-slate development scheme has successfully targeted projects from lower audiovisual capacity countries with applications coming from 19 different countries. Therefore, the level playing field measures will be continued in the WP 2024. Meanwhile, as foreseen, a study is being prepared to provide insights on this issue, with publication foreseen in early 2024.

b) Fostering cross border collaboration

MEDIA has strengthened its support on trans-national cooperation, where support from national support programmes is limited. For example, the Call on Networks of European Festivals led to funding of 12 proposals covering 71 festivals from 26 countries. Also the Films on the Move support funds coordinated pan-European distribution strategies of selected films: in 2022 over 25 films were distributed to above 15 territories each, including “Triangle of Sadness” which has been nominated for best film at the 2023 Oscars. For 2024 this approach will be maintained.

c) Ensuring economies of scale and creating leverage

Also, 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 financing¹³ faced by Europe’s independent producers and distributors. This will strengthen the competitiveness of the audiovisual sector on European and international markets by retention of intellectual property and more robust growth strategies.

Following the launch of the MediaInvest Call in 2022, there has been significant market interest from a variety of potential investors. Applications from equity funds and venture investors have been submitted to the European Investment Fund. Additional market development activities, aiming at mobilising new investors are on-going. The EIF is currently evaluating the proposals submitted and has started a due diligence process which should lead to the first deals being signed in Q2 2023. This new market-based instrument needs a regular co-investment from the Creative Europe programme to reach the planned scale.

Content cluster

The priority continues to be on supporting actions encouraging cross-border cooperation among producers and stimulating innovation in terms of content – in particular through high quality storytelling and business models.

There has overall been a good response to the new generation of actions funded as of the WP 2021 thus confirming their relevance to the needs and opportunities of the industry. Nonetheless some modalities can be adjusted to make support more impactful.

¹² Group A: Czech Republic, Estonia, Romania, Greece, Croatia, Portugal, Poland. Group B: Bulgaria, Luxembourg, Slovenia, Lithuania, Slovakia, Hungary, Latvia, Cyprus, Malta and the following third countries subject to the conditions being fulfilled for their participation in the MEDIA strand: Albania, Bosnia and Herzegovina, Iceland, Lichtenstein, Montenegro, North Macedonia and Republic of Serbia.

¹³ Ex-ante evaluation of new financial instruments for SMEs, mid-caps and organisations from the cultural and creative sectors, SQW, 2019

First of all, the current definition of the eligibility criteria of “independent production company” needs to be examined in the light of the current process of consolidation of production capabilities across the EU and the fact that most production companies that are being acquired by pan-European audiovisual groupings continue to work independently. Consultations with stakeholders will be held in the second half of 2023 to identify and assess options for the following Work Programme.

Support to **Co-development** will continue as in 2023 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.

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. Beneficiaries will also be encouraged to support emerging talents by producing a short film.

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 cross-border potential to reach European and international markets. There will be a particular focus on encouraging projects on immersive experiences with relevance to virtual worlds. In order to incentivize applications from bigger projects the co-financing rate and the maximum grant support will be increased (see Informative Document on Calls for Proposals). Also applications can now either be submitted by single companies or by a consortium as - especially for immersive content – co-development is not exceptional.

More broadly, to enable companies with a broad portfolio of activities to choose the most adapted Call for their projects, companies will be allowed to apply to more than one development Call per year (for example for Video games and immersive content with an immersive project and for European co-development with a more traditional project).

Support to the production of **TV and online content** will continue to support films, series and documentaries meant for TV or streaming services. Support will continue to focus on projects with a strong European dimension, including substantial cross-border co-production and potential cross-border audience appeal. The scheme will be updated with some technical adjustments to facilitate applications by clarifying eligibility requirements for the commitment letters from broadcasters; letting the co-production partners decide which partner would submit the application; and making the criteria for supporting coproduction agreements between producers more flexible to reflect the diversity of contractual practices across the EU.

Business cluster

This cluster of measures promotes business innovation, scalability, and talents across the value chain. Specific groups driving the internationalisation of the cinematic works – such as distributors and sales agents –will keep receiving targeted support, with a view to strengthening the cross-border collaboration, learning and knowledge-sharing.

No Calls will be funded for **Talents and skills** and **MEDIA 360** under the WP 2024 because multi-annual projects funded under the WP 2022 are ongoing.

A revised support to **Markets & Networking** will respond to recent trends. In the last two years changes to market practices have been accelerated by the Covid-19 pandemic. Almost all events take place in a hybrid format and the online component affects the nature, timing as well as the role of the markets. Markets have

seen their role as centres of sales and acquisitions diminish whereas they have, in turn, become places for audiovisual professionals to network and trigger cooperation on an ongoing basis.

In 2024 the objectives of the Call will remain unchanged, namely the promotion of European audiovisual works and cooperation among professionals of the audiovisual value chain. However, the eligible activities will be adapted to cover two sets:

- business fora, markets and networks of markets to foster cooperation, encouraging more applications on innovative content and notably XR and virtual worlds;
- networking activities for professionals from different segments of the value chain of creation and promotion of European audiovisual works, both in the EU and internationally.

European Film Distribution will continue, on the basis agreed for the previous WP 2023, to provide significant support to the distribution sector for non-national European films by combining support to theatrical distribution, which is fundamental for visibility and revenues, together with support for reaching wider online audiences. In particular, the support to promotion and advertising will be also cover costs of online releases.

The **European Film Sales** action will continue on the basis agreed for the previous WP 2023.

The support to **Innovative tools and business models** is very relevant given the many innovations in the audiovisual market. In particular projects will be encouraged on the opportunities offered by virtual worlds, for example on content production processes or on B2B and B2C marketing and promotion of films. The focus on start-ups as leading organizations for innovative projects has brought positive results. Therefore it is proposed to launch annual calls, implemented through multiannual projects, in order to rapidly respond to emerging 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 including from countries which participate partially in the MEDIA strand (Georgia, Ukraine), shall be encouraged.

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 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 reaching audiences for European works.

Support will be given to **European networks of festivals**, complementing the multi-annual support given to individual festivals in 2023. The 2022 multi-annual support has been awarded to 12 networks of festivals assembling 71 individual festivals from 26 countries. The increase in networks confirms that cooperation among festivals is increasing and that the call as it is responds to the needs of the sector.

Films on the move will continue to support theatrical and online distribution of non-national European films, on the basis of pan-European distribution strategies. Costs for marketing, branding, distribution and exhibition of audiovisual works will continue to be financed. The use of data analytics to strengthen the effectiveness of promotion campaigns will be encouraged. At the same time the availability, discoverability and prominence of works online will be supported, to reach wider audiences.

The support to **European VOD networks and operators** is adapted taking into account the requests from a stakeholders' consultation meeting. In the context of intense competition with global players and broadcasters, it is necessary to better target the needs of smaller, independent VOD services. These include in particular support for collaboration on technological development to ensure an attractive user experience and make content more visible and accessible. Also the eligibility threshold of 1000 audio-visual works seems very high and not necessary for European platforms. In order to increase the reach of the Call this is reduced to 500. Furthermore, the requirement for consortia is reduced to at least two VOD services.

No Calls will be funded for **Subtitling of cultural content** and **Audience Development and Film Education** under the WP 2024 because multi-annual projects funded under the WP 2023 are ongoing.

a) Policy support cluster

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

The first **Media Outlook Report**, which is foreseen under the Media Action Plan¹⁴, is intended to be published in Spring 2023. A second edition of the Media Outlook will be funded in order to continue monitoring the key trends driving change in EU media markets. This will aim to provide an updated overview of the main developments and emerging trends, as well as to deepen research on issues analysed in the first report.

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 (ERGA). This includes funding a study to assess Member States' application of the quotas reserved for European works under AVMSD in the period 2022-2023. It is possible that the European Board for Media Services will start operations in 2024 and therefore appropriate funding will be made available.

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 content, supporting the dissemination of European film heritage and through European Prizes such as the LUX Audience Award of the European Parliament and the European Film Award.

¹⁴ COM/2020/784 final

2024 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 support **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 dialogues: Following Commissioner Gabriel's initiative and her ambition to strengthen the dialogue with cultural and creative stakeholders, a series of high-level meetings is being held in the first semester 2023 to identify cross-sectoral challenges and to explore how to strengthen the cultural and creative sectors ecosystem in Europe.

There is a need to engage in a dialogue with the news media industry and the Member States to help steer the funding in support of the resilience, freedom and pluralism of the media (see section 3). This will be ensured, among others, through a European News Media Forum in 2024.

II. Cross sectoral innovative approach

Virtual worlds are emerging as the next transformative frontier of the digital environment, as they blend digital and physical realities to create real-time, immersive environments. The EU, as a content and culture rich continent, with a flourishing creative industry and cultural heritage, is well placed to take up these new opportunities.

Therefore, support to the "**Creative Innovation Lab**" remains relevant in response to common challenges and opportunities brought about by the ongoing 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 creative and cultural sectors.

In 2024 projects should focus on i) further support to harnessing virtual worlds for the promotion of European content, audience renewal and competitiveness of European content industries; a community of practice will

also be facilitated by the Commission to bring together relevant projects ii) 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

Significant parts of the news media sector continue to be under pressure in the Union, as citizens are shifting 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 enterprises and employed journalists in decline.¹⁵ The average number of employees in press outlets went down from 16 to just 10,1 between 2008 and 2019. The COVID-19 crisis and, more recently, the war in Ukraine, has shown an increased demand for quality journalism and access to trusted sources of information. Media pluralism remains a source of concern across the EU, as shown by the Media Pluralism Monitor.

In this context, it is more important than ever for European media to intensify the work together, including with colleagues from all countries participating in Creative Europe, to find sustainable models and uphold freedom of expression. It is equally important to make sure that citizens across these countries access sufficient sources of information in areas and sectors of public interest, such as local journalism or independent and investigative news coverage. The programme will support media literacy to make sure to increase citizens' resilience when interacting with news.

For 2024 we propose to refocus our support in order to take into account the limited budget and also achieve some efficiency gains. This means that the Rapid Response Mechanism will be funded in the following year under the WP 2025 (however there will be no discontinuity with current RRM funding). Also, support to Press and Media Councils will be mainstreamed into the Journalism Partnerships call, in order to streamline delivery of support.

- **Journalism Partnerships** -
 - 1) Continued support to systematic collaborations among media to address current challenges for the production, impact and monetisation of quality journalism and news media, and to contribute to high-quality production standards.
 - 2) Continued support for projects, in areas of special relevance for democracy, such as local media, community media or investigative journalism, notably through support to third parties.
- **European Media Ownership Monitor**, updated and expanded to follow up on the pilot project which ends in September 2023.
- **Media Literacy** - support for projects that enable knowledge sharing on media literacy across borders.

IV. Creative Europe Desks

Creative Europe Desks constitute a network essential for the successful functioning of the programme. They 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

¹⁵ VVA, 2020. Calculations based on Eurostat data. <https://digital-strategy.ec.europa.eu/en/library/media-coverage-european-affairs-final-report>

structures. The Commission/Executive agency will conclude a multiannual commitment with appointed Creative Europe Desks, with annual instalments covered by the AWP 2024-2026 for activities covering the period 1 January 2025¹⁶ – 31 December 2027, subject to available budget appropriations.

To help the Creative Europe desks build-up their capacities on greening strategies and the sharing of good practices for beneficiaries of the Creative Europe Programme, a greening contact point will be nominated in the European Commission. The study on the “Greening of the Creative Europe Programme” confirmed the key role of Creative Europe Desks in mainstreaming good practices among the actors of the cultural and creative sectors.

Within the limits of their operational capacities, the Creative Europe Desks will, whenever possible and relevant, cooperate with EUROPE DIRECT centres and other EU networks (find other EU networks here: https://european-union.europa.eu/contact-eu/meet-us_en) to broaden their target audience and reach with their messages/promotion.

¹⁶ For Creative Europe Desks of countries associated to the programme, where relevant, the agreement can cover 2024 activities starting from the submission deadline of the call application.

Part II – Implementation of the Programme

This part details how the different sections of the programme will be implemented in 2024.

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 2024 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 points 14.3, 14.4 or 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. This will be the case for Culture Moves Europe action which will continue to be implemented by Goethe Institut.

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.

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 audiovisual sector and projects of an exclusive audiovisual content are not targeted for funding under it.

Under the 2024 Annual Work Programme, projects supported can be small or medium scale, depending on the number of organisations involved. 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.). Medium-scale projects, a novelty of the 2021-2027 Creative Europe Programme, have already proven their quality both in the application received and the results already achieved in the first years of the programme implementation. However, the success rate for applicants to medium scale projects have been low due to a limited budget for a high number of applications. Therefore, it was decided for 2024 to limit the call for Cooperation Projects to 2 categories. It is envisaged that the large-scale category will be included in the call only every two years. The programme will have the objective to increase the number of medium-scale cooperation projects to support this action.

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 including health and wellbeing, particularly mental health
3. Sustainability
4. Digital
5. International dimension
6. Annual priority: Support to Ukrainian Cultural and Creative Sectors

With this priority, it is intended to offer an adequate response to the consequences of the war in Ukraine, which is having devastating effects on the Ukrainian cultural heritage, on cultural organisations as well as artists, who cannot operate and reach out to their national and international audiences. Projects addressing this priority should focus on supporting Ukrainian cultural organisations and professionals (including artists) to allow them to continue creating and showcasing Ukrainian culture and/or prepare the post-war recovery

Type of applicant:

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	59 730 025

1.2 CIRCULATION OF EUROPEAN LITERARY WORKS

Index reference in budget table (WPI): 1.15

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 translators should be respected, in line with the report “Translators on the cover”^[1] 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 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.

<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 SAFEGUARDING CULTURAL HERITAGE FROM MAN-MADE AND NATURAL DISASTERS – PEER LEARNING

Index reference in budget table (WPI): 1,14

Europe’s cultural heritage has been increasingly faced with challenges, be it conflicts, natural catastrophes or threats exacerbated by climate change. Risk management for cultural heritage is a multifaceted effort that requires joint action from a multitude of experts of different profiles, including cultural heritage professionals and civil protection service. To this end, and to achieve the objectives of the EU Work Plan for Culture 2023-2026, the Commission will support trainings of specialists in disaster risk management to build capacities, as well as ensure coordination and effective operation in the event of a disaster, from preparedness and mitigation to emergency steps and post-disaster recovery.

The Commission will conclude a grant agreement with the intergovernmental organisation 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 in emergency and post-conflict situations, both at international / governmental levels, and with institutions and professionals on the ground, for example through its programme “First Aid and Resilience for Cultural Heritage in Times of Crisis” (FAR).

This action will provide support to:

- Training of experts in disaster risk management in cultural heritage
- Exchange of good practices and experience

Expected results:

- Knowledge obtained through these courses would allow for strengthening expertise in Creative Europe participating countries to act in emergencies affecting cultural heritage and impart that knowledge further to ensure long-term effects of the training.

The Commission will make a multiannual commitment with annual instalments (article 112.2 FR) for the period 2024-2026 (three years), subject to available budget appropriations.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through grants without a call for proposals - article 195(f) of the FR	1 500 000 for 2024-26 500 000 for 2024

1.4 MUSIC MOVES EUROPE

Index reference in budget table (WPI): 1,19

The Music Moves Europe initiative promotes a diverse, competitive, innovative and sustainable European music sector. Key challenges persist in the sector that is still in a recovery mode following the COVID-19 pandemic; its slow recovery has been impacted further by rising costs through inflation and soaring energy prices that were triggered by the unlawful Russian aggression of Ukraine. At the same time, the music sector has to face the global challenge of climate change and wants to contribute to a greener and more sustainable future. In line with the European Green Deal and complementing the EU policy agenda for culture (EU Work Plan for Culture 2023-2026, action on “stimulating the green transition”), the present action Music Moves Europe aims at supporting the green transition and environmental sustainability of the music ecosystem along the value-chain (from creation to distribution).

This action will support activities, such as:

- Aggregating existing knowledge and initiatives;
- Exchange of best practices and awareness-raising;
- Capacity building;
- Development of innovative concepts for the music sector to support the green transition and environmental sustainability.

Type of applicants:

Applicants must be legal entities established and officially registered in a country participating in the Creative Europe Programme. Applicants 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 raise awareness in and to reinforce the knowledge of the European music sector on the topic and to encourage the development, experimentation, dissemination or application of concrete practices on how to foster the green transition and environmental sustainability of the music sector at EU level.

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

1.5 EUROPEAN NETWORKS OF CULTURAL AND CREATIVE ORGANISATIONS

Index reference in budget table (WPI): 1.03

This action will support projects implemented by highly representative multi-country membership-based networks of organisations having a shared mission, governance rules, members' rights and obligations, as formally specified (in "statutes" or equivalent) and agreed upon by their members. Networks should be composed of a coordinating entity and their members.

European Networks action is 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 audiovisual sector are not targeted for funding under it.

Supported projects will aim to **enhance the capacity** of European cultural and creative sectors to nurture

talents, to face common challenges, to innovate, to prosper and to generate jobs and growth.

In addition, proposals should address the following priorities:

- Artists and cultural professionals: empowering the cultural and creative sectors;
- Culture for the people: enhancing cultural participation and the role of culture in society - Including beneficial aspect of culture for health and wellbeing, particularly mental health;
- Culture for the planet: unleashing the power of culture;
- Culture for co-creative partnerships: strengthening the cultural dimension of EU external relations;
- Culture for digital transformation: help the European cultural and creative sectors to fully take; advantage of new technologies to enhance their competitiveness.

- **Expected results:**

The action is expected to support about 30 networks covering different culture and creative sectors.

Main funding conditions

For each selected network, the Commission will conclude a multiannual commitment with annual instalments for the period 2024-2027 (four years), subject to available budget appropriations.

The grant awarded per project cannot exceed EUR 1 200 000 in total over the 4-year duration of the project and is limited to a maximum co-financing rate of 80% of total eligible costs.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	9 925 000 39 700 000 for the 2024-2027 period

1.6 PAN-EUROPEAN CULTURAL ENTITIES

Index reference in budget table (WPI): 1.04

This action aims to support cultural entities - in the case of this Call, orchestras - whose aim is to offer training, professionalization and performance opportunities for young highly-talented artists. Targeted cultural entities should adopt a rigorous and inclusive approach in the recruitment and training of young artists who should be nationals/residents from at least 20 countries participating in the Programme, to reflect the genres and European cultural diversity. As ambassadors of the EU’s cultural values and artistic excellence, the selected organisations should offer young artists frequent possibilities to perform and reach in particular young audiences by using appropriate means including live performances or digital tools. These organisations should be sustainable in their operational and financial capacity.

Expected results

It is expected to select 3-5 organisations/orchestras, training and supporting the professionalization of young highly talented artists from a large geographical range of countries and allowing European, in particular young, audiences to get access to their performances.

Main funding conditions:

The Commission will conclude a multiannual commitment with annual instalments for the period 2024-2027 (four years), subject to available budget appropriations.

The grant awarded per project cannot exceed EUR 2 400 000 in total over the 4-year duration of the project

and is limited to a maximum co-financing rate of 40% of total eligible costs.
 The EU grant is limited to a maximum co-financing rate of 40% of total eligible costs.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	7 200 000 for 2024-2027 1 800 000 for 2024

1.7 EUROPEAN PLATFORMS FOR THE PROMOTION OF EMERGING ARTISTS

Index reference in budget table (WPI): 1.02

This action will support projects that will aim at increasing the visibility and the circulation of European emerging artists and works outside their own countries, in Europe and beyond, and at increasing cultural access to and participation in culture as well as audience engagement and development. Such projects are also meant to contribute to the implementation of EU policy priorities in the cultural and creative sectors, in particular the artists working conditions.

European Platforms’ action is 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 audiovisual sector are not targeted for funding under it.

For the purpose of this action, Platforms can be defined as showcase/springboard platforms composed of a coordinating entity and member organisations with a common artistic editorial and branding strategy.

Expected results:

The action is expected to support +/- 15 platforms with a balanced coverage across different sectors.

To be considered for funding, the project needs to have a total of minimum 70/100 points and more than 50% of the maximum possible score under each award criterion.

Main funding conditions:

For each selected platform under this Annual Work Programme, the Commission will conclude a multiannual commitment with annual instalments for the period 2024-2027 (four years), subject to available budget appropriations.

The grant awarded per project cannot exceed EUR 2 800 000 in total over the 4-year duration of the project and is limited to a maximum co-financing rate of 80% of total eligible costs.

The financial support to third parties is eligible. The amount allocated per year to the members of the platform can be up to EUR 60,000 per third party (EUR 240,000 over the 4-year period). This funding must be managed in line with the rules on activities as defined in the call.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	47 400 000 for 2024-2027 11 850 000 for 2024

1.8 THE EU PRIZE FOR POPULAR AND CONTEMPORARY MUSIC

Index reference in budget table (WPI): 1.18

This action in the music field (popular and non-classical contemporary music) is an instrument intended to celebrate emerging talent and, concretely and strategically, support artists at a very early stage, to help them incubate, develop and accelerate their international career.

The two very specific objectives of the Prize are:

- Contributing to skilling, nurturing and supporting emerging talents;
- Promoting and celebrating European contemporary repertoire.

The following action aims to select a grant beneficiary that will implement the following main activities:

- Organise high quality and visible awards ceremonies;
- Ensure high visibility for the Prize, the winners and the participants;
- Build on the values and benefits that the Prize promotes;
- Engage different target groups for the Prize;
- Develop networking and partnership activities with a view to ensuring the sustainable impact of the Prize.

Expected results:

The action aims to implement a solid and credible mechanism to select European artists, framed in a sound promotion, communication and visibility strategy.

Main eligibility criteria

Applicants must be legal persons, be established and officially registered in a country participating in the Programme's Culture strand and must have had a legal existence for at least 2 years on the date of the deadline for submission of applications.

Main funding conditions

The Commission will conclude a multiannual commitment with annual instalments for the period 2024-2027 (four years), subject to available budget appropriations.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through call for proposals	2 400 000 for 2024-2027 600 000 for 2024

1.9 THE EUROPEAN UNION PRIZE FOR LITERATURE (EUPL)

Index reference in budget table (WPI): 1.16

The EUPL focuses on emerging European authors and seeks to:

- Encourage transnational circulation of literature, raise the profile of winning authors outside their home country and help them reach broader readerships;
- Showcase Europe's wealth of contemporary fiction;
- Raise awareness in the book sector about the literary diversity in Europe;
- Strengthen the whole book chain in Europe by bringing together representatives bodies of the book

value chain at European level and promote publishing, translation, selling and reading of books from other European countries;

This action will be implemented through a direct grant to the consortium composed of Federation of European Publishers (FEP) and European and International Booksellers Federation (EIBF). The direct award of this grant is justified by the specific characteristics of the action, requiring a high degree of specialisation and high degree of representativeness at European level that only the above-mentioned EU-wide organisation possesses. With 29 national associations of book publishers of the European Union and of the European Economic Area, the FEP is the only pan-European umbrella organisation representing the diversity of publishers in Europe.

Therefore, an invitation will be sent to the consortium composed of FEP and EIBF to submit a proposal, in accordance with Article 195 (f) of the Financial Regulation, the consortium will be tasked with the organisation of the EU prize and activities connected with the award of the prize (including promotion, selection, award ceremony, communication and visibility about the outcomes of the selection and other activities linked to the objectives of the action). This may also include communication and visibility initiatives aimed at promoting reading at large, organised at European and national level.

Main funding conditions:

The Commission will conclude a multiannual commitment with annual instalments for the period 2024-2026 (three years), subject to available budget appropriations.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through grants without a call for proposals - Article 195 (f) FR	1 800 000 for 2024-2026 600 000 for 2024

1.10 THE EU PRIZE FOR CULTURAL HERITAGE

Index reference in budget table (WPI): 1.12

The EU Prize for cultural heritage is awarded to organisations and individuals and seeks to:

- Highlight, celebrate and promote recent, outstanding achievements in the field of cultural heritage, including conservation, research and innovation;
- Foster educational aspects and access to cultural heritage by digital means;
- Raise awareness about cultural heritage and its value to the European society and economy by encouraging the exchange of information and best practice.

This action will be implemented through a direct grant to Europa Nostra to organise the prize and related activities. The direct award of this grant is justified by the specific characteristics of the action (including promotion, selection, award ceremony, communication and visibility about the outcomes of the selection and other activities linked to the objectives of the action), requiring a high degree of specialisation and outreach that only the above-mentioned organisation possesses. Europa Nostra is today recognised as the most representative heritage organisation in Europe with members from over 40 countries, including the Creative Europe Programme countries, and the body in charge of organising all activities connected with the award of the EU prize since 2002.

Europa Nostra is a key player in the European cultural heritage environment and an important partner during the European Year of Cultural Heritage. The quality of its work, its innovative approach in raising awareness on the importance of cultural heritage, as well as its clear transnational dimension are well recognized across

Europe. The necessary experience based on the constantly growing network are paired with its technical competence and administrative powers to successfully implement the EU prize for heritage. This competence cannot be matched by any other organisation in the field.

Therefore, following an invitation to Europa Nostra to submit a proposal, in accordance with Articles 189 and 195 (f) of the Financial Regulation, Europa Nostra will be tasked with the organisation, management and promotion of the EU prize for heritage.

Main funding conditions:

The Commission will conclude a multiannual commitment with annual instalments for the period 2024-2027 (four years), subject to available budget appropriations.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through grants without a call for proposals - Article 195 (f) FR	1 800 000 for 2024-2027 450 000 for 2024

1.11 THE EU PRIZE FOR CONTEMPORARY ARCHITECTURE

Index reference in budget table (WPI): 1.11

The aim of the EU Prize for contemporary architecture is to:

- highlight outstanding examples of architectural quality and creativity in works which are less than two years old,
- underline that modern architecture is socially and culturally rooted in European cities and is important to people's everyday lives,
- build and help raise awareness on the benefits quality architecture can generate for sustainable growth, the circular economy, the environment and social cohesion.

The following main activities will be carried out by the beneficiary selected for this action:

- Organise high quality selection procedures and visible awards ceremonies;
- Ensure high visibility for the Prize, the winners, finalists and the participants;
- Build on the values and benefits that the Prize promotes;
- Engage different target groups for the Prize;
- Develop networking and partnership activities with a view to ensuring the sustainable impact of the Prize.

This action will be implemented through a direct grant to the Mies van der Rohe Foundation to organise the prize and related activities. The direct award of this grant is justified by the specific characteristics of the action (including selection, promotion, selection, award ceremony, communication and visibility about the outcomes of the selection and other activities linked to the objectives of the action), requiring a high degree of specialisation, experience and outreach that only the above-mentioned organisation possesses. The Mies van der Rohe Foundation is today recognised as the most established organisation at European level. It has more than 30 years of experience in organising the Mies van der Rohe Award for European Architecture, which officially became the EU Prize for Contemporary Architecture in 2001. Its current organisational network includes the collaboration of the architecture institutions that form part of the Advisory Committee, the Architects' Council of Europe (ACE) member associations and other European architects' associations, who are all partners in the organisation of the Prize and represent all the countries participating in the Creative

Europe Programme. This competence cannot be matched by any other organisation in the field. Therefore, following an invitation to submit a proposal, in accordance with Articles 189 and 195 (f) of the Financial Regulation, the Mies van der Rohe Foundation will be tasked with the organisation, management and promotion of the prize.

The activities implemented under the grant agreement will promote the values of the [New European Bauhaus](#) initiative and the outcome of the Member States expert group [Towards a shared culture of architecture - Investing in a high-quality living environment for everyone](#) proposing key criteria to assess the quality of places, as well as policy recommendations to create a shared culture of architecture and suggesting ways to operationalise quality criteria for architecture and built environment.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through grants without a call for proposals – Article 195 (f) FR	1 000 000 for 2024-2027 500 000 for 2024

1.12 OTHER GRANTS WITH MULTI-ANNUAL COMMITMENTS

Index reference in budget table (WPI): 1.09 and 1.10

For information, in 2024, a further annual commitment will be undertaken for the following multi-annual actions launched and contracted under the Annual Work Programme 2023:

Implementing body	Action	Call for proposal (reference)	2024 Annual Instalment (Indicative amount - EUR)
EAC	FLIP (Finance, Innovation, Learning and Patenting/IPR) Policy Project (WPI: 1.10)	EAC/S11/2022	350 000
EAC	Cooperation with the International Council of Museums (WPI 1.09)	EAC/S14/2022	283 333

INDIRECT MANAGEMENT

2.1 EUROPEAN HERITAGE DAYS

Index reference in budget table (WPI): 1.13

Through this action, the European Commission

The European Heritage Days (EHDs), a joint initiative of the Council of Europe (CoE) and the European Commission, are the most widely celebrated participatory cultural events shared by the citizens of Europe. The pan-European nature of the events contributes to bringing citizens together and highlighting the European dimension and the value of cultural heritage in the 50 signatory States of the European Cultural Convention 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 safeguarding 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.
- invite Europe to respond to the social, political and economic challenges it faces.

Subsequent actions

Since 2019 the European Heritage Days celebrated special new initiatives that continued, namely:

- European Heritage Days Stories,
- Young European Heritage Makers (formerly European Heritage Makers Week)
- European cross-frontier co-operation projects,
 - o Including a dedicated Call for European Heritage Label (EHL) sites to enhance synergies between the two actions.

European Heritage Days Stories aims to amplifying the voices of heritage professionals and highlight the heritage work undertaken by individuals or groups of people in Europe.

Young European Heritage Makers aims to give a real and meaningful voice to children and young people by encouraging and identifying the future Heritage Makers of Europe.

It fosters the European dimension, supporting cross frontier activities developed and led by the National Coordinators of the European Heritage Days programme.

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)
Council of Europe (CoE)	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 Council^[1].

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 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. In line with the Annex of Decision 445/2014/EU, 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 2025 in Germany and Slovenia

In accordance with Article 11 of Decision 445/2014/EU, the cities of Chemnitz and Nova Gorica were designated as European Capitals of Culture 2025 respectively in Germany and in Slovenia^[2].

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 2024 to Chemnitz and Nova Gorica, European Capitals of Culture 2025, and financed from the 2024 budget, while the payment will occur at the latest by the end of March 2025.

B. Calls for submission of applications for the 2031 European Capitals of Culture

In line with the chronological order indicated in the Annex of Decision 445/2014/EU, there will be two ECOC in 2031, one in Malta and one in Spain.

Consequently, two calls for submission of applications will be published for these two 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 2024. 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 two ECOC 2031.

The competition is exclusively addressed to the cities of the countries designated in the Annex of the relevant Decision for the year 2031: (i) Malta, ii) Spain.

^[1] 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.

^[2] See Commission Communication 2021/C 136/05 of 19/4/2021.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through prize	Chemnitz: 1 500 000 Nova Gorica: 1 500 000
	Contests under the meaning of Articles 206 and 207 FR	N/A

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 NETWORKS ON CULTURE

Index reference in budget table (WPI): 1.07

A European Expert Network on Culture (EENC) will be set up to support policy needs with respect to the cultural and creative sectors in connection with the implementation of the New European Agenda for Culture and the Digital Single Market. It will carry out research, advise and support the Commission in the analysis of cultural and cultural heritage policies, national or regional policies pertaining to the cultural and creative sectors as well as mainstreaming of culture in relevant EU policies, and their implications at national, regional and European levels.

This action will be implemented through service contract based on call for tender procedure.

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

4.3 CULTURE AND DEMOCRACY STUDY AND PEER LEARNING

Index reference in budget table (WPI): 1.08

Objectives:

To fully harness the potential of culture in promoting civic engagement, democracy and social cohesion, and as recommended in the EU Work Plan for Culture 2023-2026, a peer-learning activity will be set up to allow for the transfer of good practices between cultural organisations, schools, and other relevant actors.

Through this peer-learning activity, representatives from cultural organisations and schools will exchange knowledge and best practices. The project will shed light on the success factors and implementation challenges with regard to how best intensify and broaden citizen participation and democracy, especially among the youth, through enhancing their engagement in cultural activities and practices, in the spirit of the Porto Santo Charter.

Eligible activities:

- Mapping study.
- In-person and online meetings to transfer good practices and foster peer-learning.
- Study visits providing the space to share and exchange valuable practical guidance.
- Guidebook or toolkit.

Expected results:

- Collection of transferable good practices available online.
- Civil society actors equipped to foster civic engagement through cultural activities and participation.
- Public authorities at European, national and regional levels better equipped to foster civic engagement through cultural activities and participation.

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through Public Procurement	300 000

4.4 DAY OF EUROPEAN AUTHORS

Index references in budget table (WPI): 1.17

A second edition of the Day of European Authors will be organised in 2024. This initiative, created upon the

initiative of former Commissioner Mariya Gabriel, aims to promote European literature and encourage reading among young generations. The second edition will include activities such as reading aloud sessions in schools, visits of European authors in schools and libraries, or good-practice sharing and networking activities (such as conference) on reading promotion.

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

Implementing body	Implementing mode	Indicative amount (EUR)
EAC	Direct management through public procurement	400 000

4.5 EUROPEAN HERITAGE LABEL EVALUATION

Index reference in budget table (WPI): 1.20

In accordance with Article 18 of Decision 1194/2011/EU establishing the action, the Commission will launch an external and independent evaluation on the Union action for the European Heritage Label. It aims to assess the implementation of the action during its second six years of existence (2018–2024), with a view of improving it in the upcoming period and legal base.

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	250 000

4.6 COMMUNICATION ACTIVITIES

Index reference in budget table (WPI): 1.21

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): 1.22

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 to 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	29 750

4.7 MEETINGS WITH GRANT-HOLDERS AND OTHER STAKEHOLDERS

Index references in budget table (WPI): 1.26

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	250 000

4.8 SUPPORT TO IT SYSTEMS

Index reference in budget table (WPIs): 1.27 and 1.28

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)^[1]" 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.

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.

[11](#) C(2020)6126.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management	572 255
EAC (co-delegated to DIGIT)		413 501

OTHER ACTIONS

5.1 PROJECT SELECTION AND IMPLEMENTATION (INCLUDING MONITORING)

Index references in budget table (WPI): 1.23, 1.24 and 1.25

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 Label^{[11](#)}.

^{[11](#)} 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.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through calls for Expression of Interest	1 500 000
EAC		450 000
EAC		280 000

The budget is allocated as follows: EUR 1 500 000 for the activities carried out by the experts on the calls managed by the executive agency; EUR 450 000 for the European Capitals of Culture expert panel and EUR 280 000 for the European Heritage Label expert panel.

3. MEDIA

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 are not eligible 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.
 - In order to be eligible, a proposal must be submitted by a consortium composed of an eligible coordinator and at least one eligible partner (i.e. not an affiliated entity of the coordinator), established in at least two different European countries participating in the MEDIA Strand. The coordinator and the partner(s) must have signed a co-development agreement that needs to be submitted with the application.
 - The coordinator must be able to demonstrate recent experience in producing internationally distributed works.

For that purpose, the coordinator must prove it has produced one previous work since 2017 that respects the following conditions:

- an animation, fiction or creative documentary project (one-off or series) of a total duration of minimum 24 minutes, unless it is an immersive animation, fiction or creative documentary project (e.g. Virtual Reality), in which case there is no minimum duration.
- it has been actually released in cinemas (or similar for location-based immersive projects), broadcast on television or made available on digital platforms in at least three countries other than that of the applicant before the day of the deadline for submission of applications.
- the releases or broadcasts are of a commercial nature. Screenings during festivals are not accepted as a commercial distribution.

In relation to the previous work, the coordinator must also be able to prove:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or credited as delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

No other credits, even if seemingly equivalent, are accepted.

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
 - Eligible applicants shall be independent European audiovisual production companies that can demonstrate recent experience in producing internationally distributed works.

A company able to demonstrate recent experience in producing internationally distributed works is understood as follows:

The applicant must prove it has produced two previous works since 2017, both of which respect the following conditions:

- an animation, fiction or creative documentary project (one-off or series) of a total duration of minimum 24 minutes, unless it is an immersive animation, fiction or creative documentary project (e.g. Virtual Reality), in which case there is no minimum duration.

- it has been actually released in cinemas (or similar for location-based immersive projects), broadcast on television or made available on digital platforms in at least three countries other than that of the applicant before the day of the deadline for submission of applications.
- the releases or broadcasts are of a commercial nature. Screenings during festivals are not accepted as a commercial distribution.

In relation to the previous works, the applicant must also be able to prove:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or credited as delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

No other credits, even if seemingly equivalent, are accepted.

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	18 000 000

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
- Eligible applicants shall be independent European audiovisual production companies based in countries with a low audiovisual capacity (LCC group A and LCC group B) that can demonstrate recent experience in producing internationally distributed works.

A company able to demonstrate recent experience in producing internationally distributed works is understood as follows:

The applicant must prove it has produced one previous work since 2017 that respects the following conditions:

- an animation, fiction or creative documentary project (one-off or series) of a total duration of minimum 24 minutes, unless it is an immersive animation, fiction or creative documentary project (e.g. Virtual Reality), in which case there is no minimum duration.
- It has been actually released in cinemas (or similar for location-based immersive projects), broadcast on television or made available on digital platforms in at least three countries other than that of the applicant before the day of the deadline for submission of applications.
- the releases or broadcasts are of a commercial nature. Screenings during festivals are not accepted as a commercial distribution.

In relation to the previous work, the applicant must also be able to prove:

- that it was the sole production company; or
- that it was, in the case of a co-production with another production company, the major co-producer in the financing plan or credited as delegate producer; or
- that its Chief Executive or one of its shareholders has a personal onscreen credit on the work as producer or delegate producer.

No other credits, even if seemingly equivalent, are accepted.

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,, XR studios or audiovisual production companies. This means companies whose main objective and activity is video game production/development, (entertainment) software development or audiovisual production (or equivalent). Publishing companies are not eligible applicants.

- The coordinator must be able to demonstrate recent experience in producing internationally distributed works.
- For that purpose, the coordinator must prove that it has produced or developed a video game or (interactive or non-interactive) immersive experience that has been commercially distributed¹⁷ in the period between 01/01/2021 and the deadline for submission of applications. Work-for-hire, i.e. projects for which the development or production work was subcontracted to the coordinator by another company, is not eligible, nor are projects on which a member of the coordinating company has a personal credit. Early Access works are not eligible either because they are not completed works yet and are still being developed. To prove the commercial distribution of the previous work, the coordinator must be able to provide a relevant sales report showing sales in the period between 01/01/2021 and the date of the deadline for submission.

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	7 000 000

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

¹⁷ The work must have generated revenues, i.e. financial income. These revenues can be generated, for example, from the retail sales of the work, from the sale of in-game items or from advertising.

- 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	20 000 000 (divided indicatively as follows: Cut-off date 1: 40% Cut-off date 2: 60%)

BUSINESS CLUSTER

2.1 MARKETS AND NETWORKING

Index reference in budget table (WPI): 2.06

The objective is to enhance the promotion of European content in the global market and to foster cooperation among all parts of the audiovisual value chain for the co-creation and promotion of European audiovisual works.

Cooperation of audiovisual professionals and promotion of European works are pursued by supporting two types of projects and activities:

- Markets focusing on a specific type of films and innovative content, or networking of markets that present similar genre/topics or are located in the same region;
- Networking activities and cooperation among networks across the whole value chain for the promotion of European talents and works.

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 are not eligible 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.

Given the nature of this action and its international character, including the facilitation of international co-creations and co-productions, it is necessary that, in line with Article 17 (3) and 17(4) of the basic act, entities from the cultural and creative sectors established in third countries be able to participate in the projects it supports even if those countries do not participate in the programme or its MEDIA strand. In such cases, said entities will bear the cost of their participation.

Expected results:

- To improve the innovative aspect of existing European industry markets, and to increase their systemic impact;
- To encourage the creation of networks of markets;
- To encourage the development of networks among European professionals with the aim to co-create series;
- To promote sustainability and the greening process of the markets;
- To improve the competitiveness, circulation and promotion of European audiovisual works on

international markets

- To enhance diversity and inclusion in the markets and networks;
- To ensure that Europe's audiovisual industry is taking full advantage of technological and business innovation.

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	16 500 000

2.2 EUROPEAN FILM DISTRIBUTION

Index reference in budget table (WPI): 2.07

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.

The cinema / theatrical distributor shall fulfil the following criteria:

1. be the holder of the theatrical distribution rights for the film in the country concerned;
2. carry out the theatrical distribution of the film in the country concerned (determine the release date, plan, control and execute the distribution and promotion campaign);
3. pay directly the associated distribution costs; and
4. be registered and have theatrical distribution operations in the country concerned.

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.

Implementing body	Implementing mode	Indicative Amount (EUR)
EACEA	Direct management through call for proposals	33 300 000

2.3 EUROPEAN FILM SALES

Index reference in budget table (WPI): 2.08

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. The sales agent must be appointed by the producer of each film declared or supported by way of a written contract or agreement to sell the film in at least 10 countries participating in the MEDIA strand.

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.

Implementing body	Implementing mode	Indicative Amount (EUR)
EACEA	Direct management through call for proposals	5 349 604

2.4 INNOVATIVE TOOLS AND BUSINESS MODELS

Index reference in budget table (WPI): 2.09

The action is aimed at encouraging the development and/or the spread of innovative tools and business models to improve the visibility, availability, audience and diversity of European works in the digital age and/or the competitiveness and/or the greening process of the European audiovisual industry.

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 and seize the benefits of the innovative developments in technology and business models;
- Improve the adaptation of the European audiovisual industry to the opportunities offered by Artificial Intelligence and the development of virtual worlds (also called Metaverse(s)).
- Improve the greening process of the European audiovisual industry,
- Improve the production and circulation of European audiovisual works in the digital era;
- increase the number and diversity of European works available online and increase their visibility in order to allow them to reach more audiences

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	8 500 000

AUDIENCE CLUSTER

3.1 NETWORKS OF EUROPEAN CINEMAS

Index reference in budget table (WPI): 2.11

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 are not eligible 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.

To be eligible, the cinema network must represent at least 400 cinemas situated in at least 20 countries participating in the MEDIA strand.

A European independent cinema is a company, association or organisation with a single screen or several screens based in countries participating in the MEDIA strand. The screening of films should be the principal activity of the participant or division of the participant's organisation.

The participating cinemas must be registered in one of the countries participating in the MEDIA strand.

The guidelines of the coordinator must detail the method of assessment of cinema theatres and their performance based upon precise and objective criteria.

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	15 000 000

3.2 NETWORKS OF EUROPEAN FESTIVALS

Index reference in budget table (WPI): 2.12

The Networks of European festivals shall provide support to coordinated/collaborative activities among 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 are not eligible 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. By eligible audiovisual festival it is understood an event:

- programming European films and audiovisual works that are being screened to wide audiences including general public as well as accredited international audiovisual professionals and press;
- having a clear curation, regulation and selection procedure;
- 50% of the programming should 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 low-capacity ones.

The support is open to a European network of festivals comprising of a coordination entity plus a minimum of 3 member organisations.

The third parties must fulfil the eligible audiovisual festival criteria mentioned above.

No more than 20% of the festivals participating in the network (including the coordination entity) can come from the same country. One audiovisual festival can be member of max. 2 different networks.

Expected results

- Reinforce cooperation among European audiovisual festivals members of a Network screening a significant proportion of non-national European films and audiovisual works through coordinated/collaborative activities targeted to expand and renew audiences.
- Increase the impact of European audiovisual festivals aiming to reinforce promotion, distribution and circulation of non-national European films and audiovisual works to growing audiences across Europe

- Foster exchange of knowledge and best-practice models for cooperation among festivals through coordinated/collaborative activities targeted to expand and renew audiences.
- Harness the digital transformation, including developing and updating online tools and applications.

The maximum amount of the grant that can be allocated to third parties is fixed at the limit of EUR 100,000 for activities running over 2 years.

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

3.3 EUROPEAN VOD NETWORKS AND OPERATORS

Index reference in budget table (WPI): 2.13

Within the specific objective of promoting competitiveness, scalability, cooperation, innovation and sustainability, including through mobility, in the European audiovisual sector, the priorities of the MEDIA strand are:

- to enhance the circulation, promotion, online and theatrical distribution of European audiovisual works, within the Union and internationally in the new digital environment; including through innovative business models;
- to promote European audiovisual works, including heritage works, and support the engagement and development of audiences of all ages, in particular young audiences, across Europe and beyond

The MEDIA strand shall provide support for the following measures:

- European Video on Demand (VOD) operators' network,(s), screening a significant proportion of non-national European works

Type of applicants (cumulative):

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

The proposal must be submitted by a network of applicants (consortium) involving at least two VOD services coming from at least two countries participating in the MEDIA strand or by a VOD platform offering its services in at least two countries within MEDIA Strand countries.

The action is open to European VOD services. A VOD platform is an on-demand audiovisual media service provided for the viewing of programmes at the moment chosen by the user and at its individual request, on the basis of a catalogue of programmes selected by the media service provider, with a clear brand identity and on which the applicant(s) have the editorial responsibility. A VOD platform offered by broadcasters or internet service providers is eligible.

The applicant VOD platforms must present a minimum European Dimension in their catalogue.

The applicant must present a catalogue or an aggregated catalogue (in case of several VOD services involved in the consortium) constituted by:

- at least a total of 500 available audiovisual works
- at least 30% of audiovisual works from countries participating in the MEDIA strand

- include audiovisual works from at least five countries participating in the MEDIA strand representing at least five different official languages of these participating countries.
The 30% of European audiovisual works within the catalogue must be majority produced by a producer or producers established in the countries participating in the MEDIA strand.

Expected results:

- Strengthen the cross-border collaboration among European Video on Demand (VOD) platforms through joint/collaborative activities to increase the online audience of European audiovisual content
- Strengthen attractiveness of eligible European VOD platforms for cross-border audiences and online consumption at a larger scale
- Improve the digital circulation and consumption of European content by boosting its visibility, discoverability and prominence
- Develop new business models and achieve cross-border economies of scope and scale.

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

3.4 FILMS ON THE MOVE

Index reference in budget table (WPI): 2.14

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 a 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. The applicant must be directly appointed by the producer of the submitted film by way of an international sales agreement providing for the right to sell the film in at least 15 countries participating in the MEDIA strand.

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	16 000 000 Divided indicatively as follows: First cut off: 40% Second cut off: 60%

PROCUREMENTS

4.1 MEDIA OUTLOOK REPORT

Index reference in budget table (WPI): 2.16

The Media and Audiovisual Action Plan (MAAP) of the European Commission adopted in December 2020 requires the Commission to deliver a biennial “Media Industry Outlook” to “explore media trends – from technology advances to emerging production and consumption patterns – and analyse their potential impact in the European media market and business models”.

The first **Media Outlook Report**, to be published in Spring 2023, was written by the Commission services and focuses on three subsectors of the media ecosystem: the traditional audiovisual sector (cinema, TV and streaming), video games and XR, and news media. It relies on independent research commissioned in 2022 and 2023, based on stakeholders input and market analyses, as well as consumer surveys. It also draws from secondary data sources.

Building on the lessons learned in the first iteration the second edition of the Media Outlook, to be published in 2025, will be procured. It will aim to provide an updated overview of the main developments and emerging trends, as well as to deepen research on issues analysed in the first report.

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

4.2 COMMUNICATION AND ENGAGEMENT WITH INDUSTRY AND CITIZENS

Index reference in budget table (WPI): 2.18

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

4.3 STANDS - B2B SERVICES

Index reference in budget table (WPI): 2.10

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), International Content & Co-production market (MIPTV), Gamescom, 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

4.4 MEETINGS WITH GRANT BENEFICIARIES AND OTHER STAKEHOLDERS

Index reference in budget table (WPI): 2.21

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

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

Index reference in budget table (WPI): 2.19

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	11 000 000

INDIRECT MANAGEMENT

6.1 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 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 Council of Europe, implemented under the existing Financial Framework Partnership Agreement (FFPA), and to the benefit of the Observatory. 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 SUPPORT TO ERGA

Index reference in budget table (WPI): 2.17

The European Regulators Group for Audiovisual Media Services (ERGA) is a Commission expert group established by Directive (EU) 2018/1808. Support to ERGA will take the form of reimbursement of expenses incurred by national experts as a result of participation in the meetings of different structures of ERGA – in particular, plenary, contact network, sub-groups, action groups and workshops – as well as covering the costs associated with organisation of such meetings, in particular the costs of catering.

Implementing body	Implementing mode	Indicative amount (EUR)
CNECT	Direct management	150 000

7.3 PROJECT SELECTION AND IMPLEMENTATION

Index reference in budget table (WPI): 2.20

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	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 Belgium and Hungary (or bodies designated by them for the purpose of these events) to organise, during their respective Presidencies of the Council of the EU, one event on priority topics in the field of audiovisual and one in the field of cultural policy, with a clear European dimension. These two events should be linked to the EU works in the fields of audiovisual and culture, respectively. They may be combined with associated activities for the promotion of the Programme or the dissemination of Programme results.

The main outcomes from Presidency events are expected to inform the EU policy discussion and can take the form of policy guidance, recommendations, conclusions or targeted messages addressed to the EU, Presidency or Member States level.

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).

Presidency events should be visibly labelled as EU events and display the Creative Europe logo.

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 for proposals - Article 195 (c) FR	200 000
CNECT		200 000

1.2 CREATIVE INNOVATION LAB

Index reference in budget table (WPI): 3.03

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 centres 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 in principle determine its nationality. Natural persons are not eligible 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.

Financial support to third parties is allowed for grants.

Expected results

1. Improve the competitiveness of the European audiovisual and other cultural and creative sectors: transparency, data collection and the appropriate use of artificial intelligence/big data, adaptation to the challenges and opportunities driven by the ongoing changes in those sectors;
2. Improve the adaptation of the European audiovisual and other cultural and creative sectors to the opportunities offered by the development of virtual worlds (also called metaverse(s)).
3. Improve the production/financing and circulation of European audiovisual and cultural content in the digital age;
4. Increase the visibility, discoverability, availability and diversity of European audiovisual and cultural content in the digital age;
5. Increase the potential audience of European audiovisual and cultural content in the digital age.
6. Accelerate the environmental transition of the European audiovisual, cultural and other creative sectors, in line with the priorities of the European Green Deal and the New European Bauhaus

Implementing body	Implementing mode	Indicative amount (EUR)
EACEA	Direct management through call for proposals	7 482 102

1.3 NEWS - JOURNALISM PARTNERSHIPS

Index references in budget table (WPI): 3.05

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. Many media at the local level as well as those putting their public interest mission before profits, have had to close down, weakening media pluralism and posing risks for the good functioning of democracy.

This call therefore addresses media challenges and opportunities of a trans-national nature by supporting projects that address one of the following two topics:

Topic 1. “Journalism Partnerships - Collaborations” aims to help the wider European news media sector become more sustainable and resilient, specifically by supporting cross-border media collaborations. This support shall foster media transformation, trustworthy reporting and skills for news media professionals, for instance by developing media production standards and new business models.

Topic 2. “Journalism Partnerships - Pluralism”. Besides a purely economic aspect, independent media play a crucial and valuable role in societies and contribute to upholding the essential principles of media freedom and pluralism. This support seeks to protect news media sectors of special relevance to democracy and civic participation, such as local and regional media, community media, investigative journalism and organisations delivering public interest news. Support will target organisations with experience in media to put in cascading grants (i.e. regranting / support to third parties).

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 active in the news media sector (incl. media associations, NGOs, non-profit organisations, civil society organisations, public authorities, international organisations, universities, research centres, journalistic funds and training organisations focusing on media professionals, profitmaking entities, foundations, etc).

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 and beyond, such as local, regional and community media, investigative media or media specialised in public interest topics.
- Increased resilience of 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 - 5 500 000
		Topic 2 - 5 500 000

1.4 NEWS - MONITORING MEDIA OWNERSHIP

Index references in budget table (WPI): 3.06

The European Democracy Action Plan and the Media and Audiovisual Action Plan aim to strengthen media freedom and media pluralism. One of the measures announced is to improve the understanding and public availability of media ownership information. To achieve this objective, the EDAP announced that the Commission would co-finance the new Media Ownership Monitoring System, a pilot project setting up a publicly available database containing relevant information on media outlets. Improving media ownership transparency is also an objective of the proposed European Media Freedom Act. The first pilot project was launched in September 2021, followed by a second project that extended the scope to cover the 27 Member States.

Type of applicants

Proposals may be submitted by any of the following applicants or combinations thereof: non-profit organisations (private or public); international organisations; universities; educational institutions; research centres. Natural persons are not eligible 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. In that case, the natural person needs to be part of a consortium but cannot coordinate the project

Expected results

This project is expected to provide up to date and comprehensive information on media ownership in a publicly available database,. The project should also update the assessment of the relevant legal frameworks as well as risks to media ownership transparency, taking into account of the work carried out by the Media Pluralism Monitor in the area of media ownership and control.

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

1.5 NEWS - MEDIA LITERACY

Index reference in budget table (WPI): 3.04

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 countries participating in the Programme, 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.

The Commission/Executive Agency will conclude a multiannual commitment with appointed Creative Europe Desks, with annual instalments for the period 2024-2026 for activities covering the period 1 January 2025 – 31 December 2027, subject to available budget appropriations.

Index reference in budget table (WPI): 3.08

Expected results:

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

Implementing body	Implementing mode	Indicative amount (EUR)*
EACEA	Direct management through grant without a call for proposal– Article 195 (d)	19 470 012 for the period 2024-2026 6 490 004 for 2024

* 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.

PROCUREMENTS

2.1 NEWS MEDIA POLICY DIALOGUES

Index references in budget table (WPI): 3.07

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. This will be ensured, among others, through the European News Media Forum in 2024 and outreach events. Events and communication material concerning news media will also 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

2.2 MEETINGS WITH GRANT-HOLDERS AND OTHER STAKEHOLDERS

Index references in budget table (WPI): 3.10

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	180 000

OTHER ACTIONS

3.1 PROJECT SELECTION AND IMPLEMENTATION

Index references in budget table (WPI): 3.09

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	250 000

Part III – Budget

AVAILABLE APPROPRIATIONS

The total available appropriations foreseen under the 2024 Work Programme for the EU Member States, countries belonging to the European Economic Area, other countries participating to the programme amounts to **EUR 320 711 095**.

These available appropriations are distributed as follows:

- appropriations from the budget of the Union and under Heading 2: **EUR 308 159 522**;
- appropriations arising from the participation of the EFTA/EEA countries: **EUR 11 032 111**;
- appropriations corresponding to estimated external assigned revenues: **EUR 1 519 462**
- appropriations corresponding to estimated internal assigned revenues from recoveries: **EUR [p.m.]**

- global appropriations for grant actions: **EUR 290 335 589**;
- global appropriations for procurement: **EUR 9 345 506**.

Strands	Budget lines	EU-27	External assigned revenues		Internal assigned revenues	2024 Draft Budget
			EFTA/EEA	Other countries		
CULTURE	07 05 01	101.802.039	3.644.513	637.312		106.083.864
MEDIA	07 05 02	178.754.402	6.399.408	721.315		185.875.125
Cross-sectoral (EAC)	07 05 03	7.701.942	275.730	47.044		8.024.716
Cross-sectoral (CNECT)	07 05 03	19.901.139	712.461	113.791		20.727.391
CROSS-SECTORAL	07 05 03	27.603.081	988.190	160.835		28.752.106
TOTAL		308.159.522	11.032.111	1.519.462	-	320.711.095

Table 1 – Creative Europe 2024: available appropriations

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 2024	Mode of implementation	Implementing Body
Actions supporting all sectors of the CULTURE strand				
1,01	European Cooperation Projects	59.730.025	CFP	EACEA
1,02	European Platforms for the promotion of emerging artists	11.850.000	CFP	EACEA
1,03	European Networks of cultural and creative organisations	9.925.000	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	Expert network on culture	500.000	PP	EAC
1,08	Culture and Democracy Study and Peer-learning	300.000	PP	EAC
1,09	Cooperation with International Council of Museums	283.333	SPE	EAC
1,10	FLIP (Finance, Innovation, Learning and Patenting/IPR) Policy Project	350.000	CFP	EAC
Architecture				
1,11	EU prize for contemporary architecture	500.000	SPE	EAC
Cultural heritage				
1,12	EU prize for Cultural Heritage	450.000	SPE	EAC
1,13	European Heritage Days	400.000	IM	CoE
1,14	Safeguarding cultural heritage from man-made and natural disasters peer-learning	500.000	MON	EAC
Literature and books				
1,15	Circulation of European literary works	5.000.000	CFP	EACEA
1,16	EU prize for Literature	600.000	SPE	EAC
1,17	Day of European Authors	400.000	PP	EAC
Music				
1,18	EU prize for popular and contemporary music	600.000	CFP	EAC
1,19	Music Moves Europe	5.000.000	CFP	EACEA
Programme implementation				
1,20	EHL Evaluation	250.000	PP	EAC
1,21	Communication activities	150.000	PP	EAC
1,22		29.750		COMM
1,23	Project selection and implementation	1.500.000	SE	EACEA
1,24		450.000		EAC
1,25		280.000		EAC
1,26	Meetings with grant holders and other stakeholders	250.000	PP	EACEA
1,27	Support to IT systems	413.501	PP	EAC
1,28		572.255		EACEA
TOTAL		106.083.864		

MEDIA STRAND

Table 3

WPI	Actions	Budget 2024	Mode of implementation	Implementing Body
Creation cluster				
2,01	European co-development	6.500.000	CFP	EACEA
2,02	European slate development	18.000.000	CFP	EACEA
2,03	European mini-slate development	5.500.000	CFP	EACEA
2,04	Video Games and Immersive content development	7.000.000	CFP	EACEA
2,05	TV and online content	20.000.000	CFP	EACEA
Business cluster				
2,06	Markets and Networking	16.500.000	CFP	EACEA
2,07	European Film Distribution	33.300.000	CFP	EACEA
2,08	European Film Sales	5.349.604	CFP	EACEA
2,09	Innovative tools and business models	8.500.000	CFP	EACEA
2,10	MEDIA Stands	3.500.000	PP	EACEA
Audience cluster				
2,11	Networks of European Cinemas	15.000.000	CFP	EACEA
2,12	Networks of European Festivals	5.500.000	CFP	EACEA
2,13	VOD networks and operators	10.000.000	CFP	EACEA
2,14	Films on the move	16.000.000	CFP	EACEA
Policy support & awareness raising cluster				
1. Data				
2,15	European Audiovisual Observatory	1.525.521	DB	CNECT
2,16	Media Outlook Report	500.000	PP	CNECT
2. Policy cooperation				
2,17	Support to ERGA	150 000	SE	CNECT
3. Communication				
2,18	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				
2,19	Medialinvest - investment to foster European audio-visual productions and distribution	11.000.000	IM	CNECT - EIF
Programme implementation				
2,20	Support to Project selection and implementation	1.000.000	SE	EACEA
2,21	Meetings with grant holders and other stakeholders	150.000	PP	EACEA
	TOTAL	185.875.125		

CROSS-SECTORAL STRAND

Table 4

WPI	Actions	Budget 2024	Mode of implementation	Implementing Body
3,01	Presidency events	200.000	MON	EAC
3,02		200.000	MON	CNECT
3,03	Creative Innovation Lab	7.482.102	CFP	EACEA
3,04	NEWS-Media Literacy	2.000.000	CFP	EACEA
3,05	NEWS-Journalism partnerships			
	Journalism partnerships - Collaboration	6.000.000	CFP	EACEA
	Journalism partnerships - Pluralism	5.000.000	CFP	EACEA
3,06	NEWS-Media Ownership Monitor	500.000	SPE	EACEA
3,07	News Media Policy Dialogues	450.000	PP	CNECT
3,08	Creative Europe Desks	6.490.004	DB	EACEA
3,09	Project selection and implementation	250.000	SE	EACEA
3.10	Meetings with grant holders and other stakeholders	180.000	PP	EACEA
	TOTAL	28.752.106		

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
Armenia	38.130.00
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***	124.764.00
Sub-total (associated countries)	670,004.00
Total (EU+EEA/EFTA + associated countries)	6,490,004.00

*For third countries associated to the programme after adoption of the AWP 2024: 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

*** The annual max ceiling of Ukraine is subject to a flexibility margin of + 20% to the reflect the particular political situation