



# Training and networking workshop

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# CREATIVE EUROPE

the European Commission's flagship programme to support the culture and audio-visual sectors



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# The Creative Europe programme

- **Since 2014 a standalone funding programme for the CCS in the EU**
- **The main objectives of the programme are to**
  - **safeguard, develop and promote European cultural and linguistic diversity and heritage**
  - **increase the competitiveness and economic potential of the cultural and creative sectors, in particular the audio-visual sector**



# The Creative Europe programme

- **Current programme 2021 – 2027 has a budget of € 2.44 billion**
- **three strands**
  - **CULTURE – all CCS except audio-visual and news media (33%, 804 million)**
  - **MEDIA – covering the audio-visual and film sectors**
  - **CROSS-SECTORAL – cross-sector collaboration, extending to the news media sector**

# The Culture Strand

- **Cooperation and exchange among cultural organisations and creators across borders within EU and beyond**
  - **Cooperation projects**
  - **Platforms and networks**
  - **Literary diversity and circulation**
  - **Mobility programmes (Culture on the Move)**
  - **Prizes**
  - **European Heritage Label**
  - **European Capitals of Culture**



# The Culture Strand: cooperation projects

- Aims to facilitate innovation, transnational creation and the circulation of works and artists
- Overall priorities: audience development and engagement, social inclusion, environment, new technology, international dimension, and sector-specific priorities.



# Cooperation projects

Project Size	Min. number of partners	Max. grant	Funding rate
Small	3	€200 000	80 %
Medium	5	€1m	70 %
Large	10	€2m	60 %

- Max duration for all projects: 48 months



# How to develop a project?

- **Annual work programme for Creative Europe is managed by the European Education and Culture Executive Agency (EACEA) and sets the frame of calls for proposals:**
  - **Budgets and timelines**
  - **Topics**
  - **Themes and priorities**
  - **Objectives**
  - **Cross-cutting issues (inclusion and greening)**



# 2023 objectives:

- **Objective 1 - Transnational creation and circulation: to strengthen the transnational creation and circulation of European works and artists;**
- **Objective 2 – Innovation: to enhance the capacity of European cultural and creative sectors to nurture talents, to innovate, to prosper and to generate jobs and growth.**



# 2023 priorities

1. Audience engagement/development
2. Social inclusion
3. Sustainability
4. Digital
5. International dimension

**(min 1, max 2)**



# 2023 annual sector-specific priorities

for the sectors of cultural heritage, music, book and publishing, architecture, fashion and design, sustainable cultural tourism:

- Capacity building and training activities (and other skills development activities such as mentoring, peer learning, networking, etc.)



# Other selection criteria

- Support for legal entities (public or private bodies)
- Established in one of the eligible countries
- Activities in all participating countries of the project
- Demonstration of impact
- Demonstration of dissemination of project results

# Creative Europe: opportunities for libraries

- EU wide partnerships with cultural and academic partners
- Sector-specific calls for reading promotion, circulation of literary works, media literacy activities

# Creative Europe: challenges for libraries

- High co-financing rates
- Administration and management can be complicated for small structures
- Positive experience with libraries as partners instead of lead

# Libraries of Emotions – a project example

European "Libraries of emotions© (LOE)": a new path for public libraries to capture audiences and support social transformations in Europe

Belgium, France, Lithuania, Poland, Slovenia

Workshops, Guidance tools, online portal

<https://culture.ec.europa.eu/creative-europe/projects/search/details/616883-CREA-1-2020-1-FR-CULT-COOP1>



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# Libraries of Emotions – a project example

The Library of Emotions project will create a network of pioneering public libraries that want to explore new ways to promote reading in the EU.

For the first time, they will codevelop and set up in their libraries a Library where books are ordered according to reading emotions. They will also be trained to bibliotherapy and will host 24 sessions with their users and beyond, focused on young people.

Through this programme, the public libraries will acquire new digital skills and a knowledge of cognitive sciences applied to the cultural sector. They will invent a new way to foster social inclusion through culture.

The results of the experimentation will be widely communicated and disseminated through a Creative Commons bibliotherapy methodology, a research paper, social media campaigns, a closing event in Brussels gathering diverse stakeholders and a presence at the international Frankfurt Book fair in 2021.





# To know more

For more detailed information on calls for proposals, dates of publication and deadlines, eligibility, and award criteria, use the Commission tool '[How to get a grant](#)', check out the [Creative Europe](#), [MEDIA](#) and [Cross-sectoral](#) websites or contact your local [Creative Europe Desk](#).

To find out more about projects previously funded by Creative Europe, check out the [results platform](#).

The Creative Europe programme is jointly managed by the [European Commission](#) and the [European Education and Culture Executive Agency](#).

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

