

Creative Europe What's in it for me?

A guide for professionals in the audiovisual
and cultural sectors



Creative
Europe



Creative Europe

***Europe Direct is a service to help you find answers
to your questions about the European Union.***

**Freephone number (*):
00 800 6 7 8 9 10 11**

(*) Certain mobile telephone operators do not allow access to 00 800 numbers or these calls may be billed.

More information on the European Union is available on the Internet
(<http://europa.eu>).

Cataloguing data can be found at the end of this publication.

Luxembourg: Publications Office of the European Union, 2014

2014 — 48 pp. — 14.8 x 21 cm

ISBN 978-92-79-30940-3

doi: 10.2766/44140

© European Union, 2014

Reproduction is authorised provided the source is acknowledged.





photo © Claude Lelouch, EoF

photo © Insight Out



photo © Modrijan Publishing Ltd, Sloveniac



photo © Cartoon Digital



photo © Baltic Event



photo © F.Ernst

Are you...

A publisher looking to translate works?

A performing arts group ready to tour across Europe?

A cultural network bringing together professionals from different countries?

A film or TV production company developing international projects?

A film distributor keen to bring European films into cinemas?

A film festival wishing to promote European films?

An audiovisual or cultural operator looking for the opportunity to reach new audiences?

There may be something in it for you...

Imagine. Create. Share.

Introduction

The EU is investing €1.46 billion in the audiovisual and cultural sectors through Creative Europe (2014-2020), which replaces the previous Culture and MEDIA programmes. If you're a cultural or audiovisual organisation, then this brochure can tell you what's in it for you.

You'll find essential information about funding opportunities available under Creative Europe and learn about new support to help audiovisual and cultural organisations access loans.

There's also a feature on Creative Europe prizes for literature, contemporary architecture, cultural heritage, music and cinema and on special actions which include the European Capitals of Culture and European Heritage Label.

Information about how to apply for all opportunities can be found on page 48.

We hope this marks the beginning of an exciting new venture into Creative Europe!



Contents

Part 1:

What's in it for cultural organisations?	11
Cooperation across borders	12
Translating literary works	14
European networks	17
Platforms to showcase emerging European talent	19

Part 2:

What's in it for audiovisual industries?	21
Training for audiovisual professionals	22
Funding for the development of audiovisual projects	24
Financing high quality European television	27
Entering new markets and promoting European audiovisual works	29
Funding for European film festivals	30
Selling and distributing Europe's films across borders	32
Reaching the audience	35
Financing international film co-productions	37

Part 3:

Creative Europe prizes and special actions	39
The EU Prize for Literature	40
The European Border Breakers Awards	41
The EU Prize for Contemporary Architecture	42
The EU Prize for Cultural Heritage	43
The EU MEDIA Prize	44
The European Heritage Label	45
European Capitals of Culture	45

Special focus: access to finance

A financial guarantee facility for cultural and audiovisual SMEs	46
--	----

Information for applicants	48
-----------------------------------	-----------







Part 1: What's in it for cultural organisations?

This section covers funding opportunities available under the Culture sub-programme of Creative Europe. Support is available to empower cultural organisations to operate across borders within Europe and beyond. For example, you could:

- Organise exchanges for artists and performers.
- Fund translations of literary works.
- Organise professional development or networking for professionals.
- Bring your work to new markets through audience development activities.

The sub-programme helps foster the cross-border circulation of works of art and culture as well as the transnational mobility of cultural professionals, and it seeks to promote Europe's diverse yet shared cultural heritage.

Cooperation across borders

Funding category: cooperation projects

What is it for?

Creative Europe funds transnational cooperation projects to help Europe's cultural organisations to work together across borders.

What does it support?


Transnational cooperation projects involve cultural organisations from different countries and can include:

- Sharing artworks across borders through lending or borrowing, international touring and exhibitions.
- International exchanges, as well as extended stays and residencies.
- Co-productions, touring and performances between cultural organisations from different countries.

Funding is available for projects involving organisations from different countries.

Ready to find out more?

Page 48 contains details about how to apply.



Transnational cooperation in action

Signs of the City: Metropolis Speaking (2007-2009) was a youth art project in Barcelona, Berlin, London and Sofia. Together with professional artists, young people from each city explored the meaning behind urban communication and documented their own lives using photography and social media. The project website has recorded over 5 million hits.

Translating literary works

Funding category: literary translation

What is it for?

Creative Europe supports literary translation to promote the cross-border circulation of literary works in Europe and beyond.

This funding helps publishers to increase the translation, promotion and readership of European literature, via traditional and digital channels.

What does it support?

Funding is available to translate works of fiction and for related promotional activities.

You can apply for this funding for:

- Translating literary fiction including novels, short stories, plays, poetry, comics and children's fiction (paper or digital formats).
- Translating excerpts in order to foster the selling of rights for translated works.
- Organising events, marketing and distribution activities to promote translated works.

Ready to find out more?

Page 48 contains details about how to apply.

Work in the book sector?

Check out the EU Prize for Literature (page 38).

A close-up photograph of a man with a beard and brown hair, wearing a dark suit jacket over a red shirt. He is looking down at an open book he is holding in his hands. The background is blurred, showing what appears to be a library or bookstore with bookshelves and warm lighting.

Literary translation in action

In 2013, 91 publishers from 24 countries received funding to translate 493 books. For example, Italian publisher Del Vecchio Editore received grants to translate 10 books from German, English, French, Turkish, Slovenian and Danish into Italian.

Networks in action

The 2020 Network Thin Ice: Arts and Climate Change ran from 2008-2010, and involved companies engaged with environmental issues and a pool of over 20 artists. It explored how to make the performing arts more environmentally sustainable without losing artistic freedom; how to encourage European artists to engage in climate change; and how to inspire creative exchanges between arts and science.



SUSTAINING
ICE

European networks

Funding category: networks

What is it for?

Creative Europe offers financial support to European networks operating in the cultural sectors. This funding helps these sectors to adapt to change and to strengthen their ability to operate transnationally.

What does it support?


Funding is available to networks of national cultural organisations who want to work together on issues of shared interest.

You can apply for this funding for organising:

- Activities that provide professionals with specific skills, competences and knowledge – such as the shift to digital technologies.
- European activities to enable professionals to collaborate internationally.
- International networking.

Ready to find out more?

Page 48 contains details about how to apply.



Platforms in action

The Pépinières (2005-2008) platform involved organisations in 36 countries. Together they supported over 800 young artists to participate in professional development abroad. Members also collaborated to showcase their work through over 300 exhibitions and 150 performances across Europe.

Platforms to showcase emerging European talent

Funding category: platforms

What is it for?

Creative Europe supports groups of organisations (platforms) in the cultural sectors to:

- Showcase European artists, creators and emerging talent.
- Collaborate across borders to find new audiences.
- Stimulate European programming of non-national works.

The funding supports platforms to undertake communication activities and to develop a European branding strategy, including creating a European quality label.

Platforms will help increase the number of European cultural performances in participating countries, as well as the impact on new audiences.

What does it support?

Creative Europe offers financial support to European platforms to:

- Support strong European programming to encourage the cross-border movement of artists.
- Increase the promotion and showcasing of emerging European talent.
- Contribute to greater audience development.

Ready to find out more?

Page 48 contains details about how to apply.

See part 3 for a range of awards designed to raise the profile of Europe's cultural works in literature, contemporary architecture, cultural heritage, music and cinema.





Part 2: What's in it for audiovisual industries?

This section covers funding opportunities available under the MEDIA sub-programme of Creative Europe.

The MEDIA sub-programme supports the ability of the EU's film and audiovisual industries to develop, distribute and promote their work across all platforms.

Funding is available in a number of areas including: strengthening innovation and competitiveness; testing audience development strategies; training or professional development; developing projects for international audiences; and cross-border co-productions.

Finally, the sub-programme helps increase the impact of audiovisual projects by supporting marketing, distribution, branding, exhibitions and film literacy initiatives.

Training for audiovisual professionals

Funding category: training

What is it for?

Creative Europe improves and extends training opportunities within the European audiovisual sector.

The funding helps organisations and professionals develop the systems and practices needed in a rapidly changing environment.

What does it support?

Creative Europe funds workshops, seminars and other training sessions aimed at:

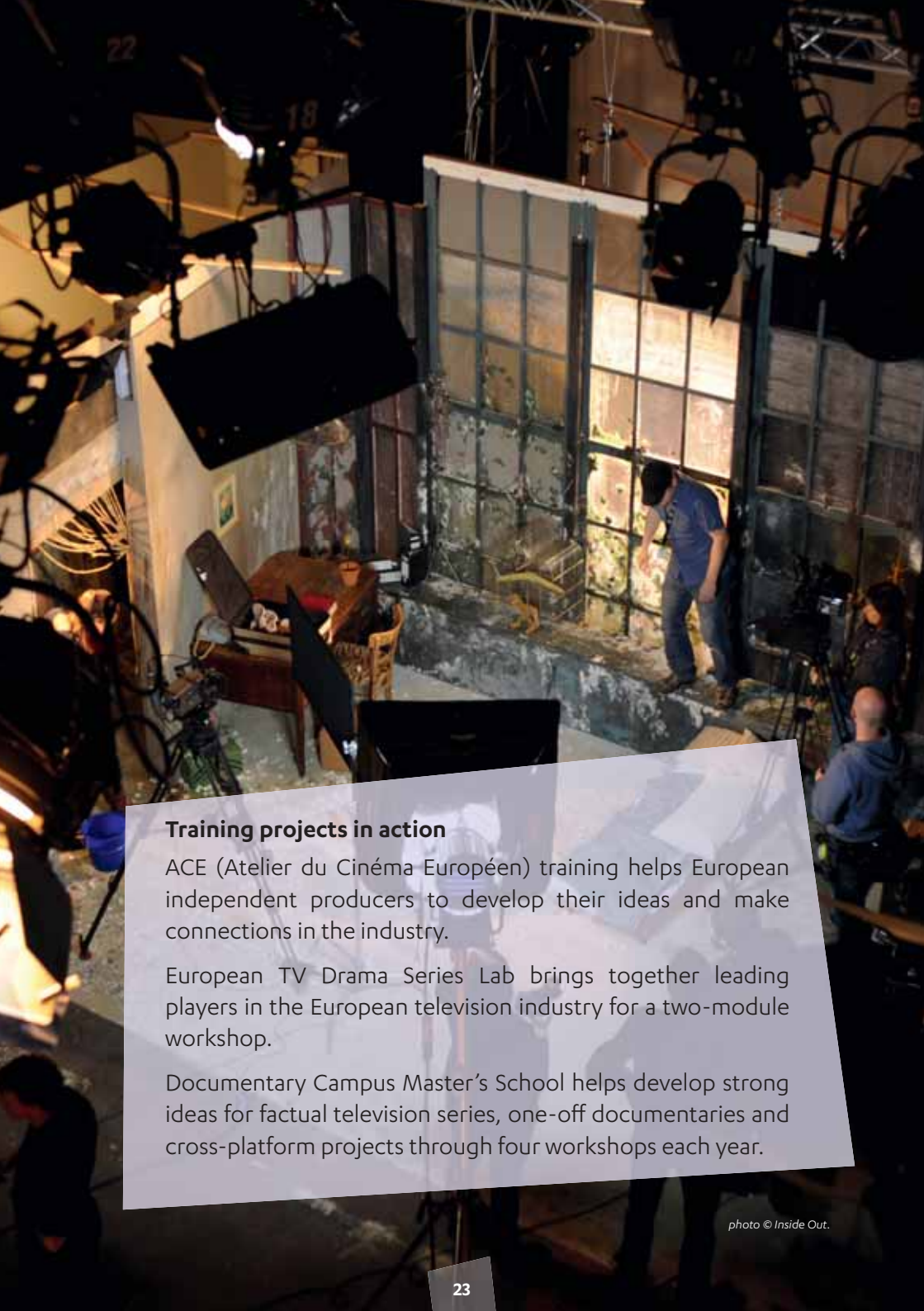
- Developing professionals' skills.
- Supporting knowledge-sharing and networking.
- Introducing new or improved business practice.

Many topics are eligible including audience development, distribution, management and new technologies.

These training courses are open to European and non-European professionals.

Ready to find out more?

Page 48 contains details about how to apply.



Training projects in action

ACE (Atelier du Cinéma Européen) training helps European independent producers to develop their ideas and make connections in the industry.

European TV Drama Series Lab brings together leading players in the European television industry for a two-module workshop.

Documentary Campus Master's School helps develop strong ideas for factual television series, one-off documentaries and cross-platform projects through four workshops each year.

photo © Inside Out.

Funding for the development of audiovisual projects

Funding category: development

What is it for?

Creative Europe supports the development phases of animation, creative documentaries and fiction projects, as well as the development of video games. The objective is to increase the quality, feasibility, international appeal and market value of European audiovisual works.

What does it support?

Two schemes for the development of quality projects with international market potential are available to independent European producers:

■ Single projects and slate funding

Funding can be allocated to the development of single projects or a package of several projects (slate funding). Projects can include feature films, TV dramas, animations and creative documentaries, one-offs or series, intended for commercial release for TV or cinema, as well as for internet platforms.

■ Video games

Funding can be allocated to video games for the development of innovative and creative games (concept development or projects development).

Ready to find out more?

Page 48 contains details about how to apply.

Development phase projects in action

The Congress is a live-action and animation film that premiered at the Cannes Film Festival in 2013. The film, co-produced between Israel, France, Belgium, Poland, Luxembourg and Germany, was selected for development support in 2009.

Child's Pose, the winner of the Golden Bear and the FIPRIESCI prize at the Berlin Film Festival 2013, received development support in 2011.

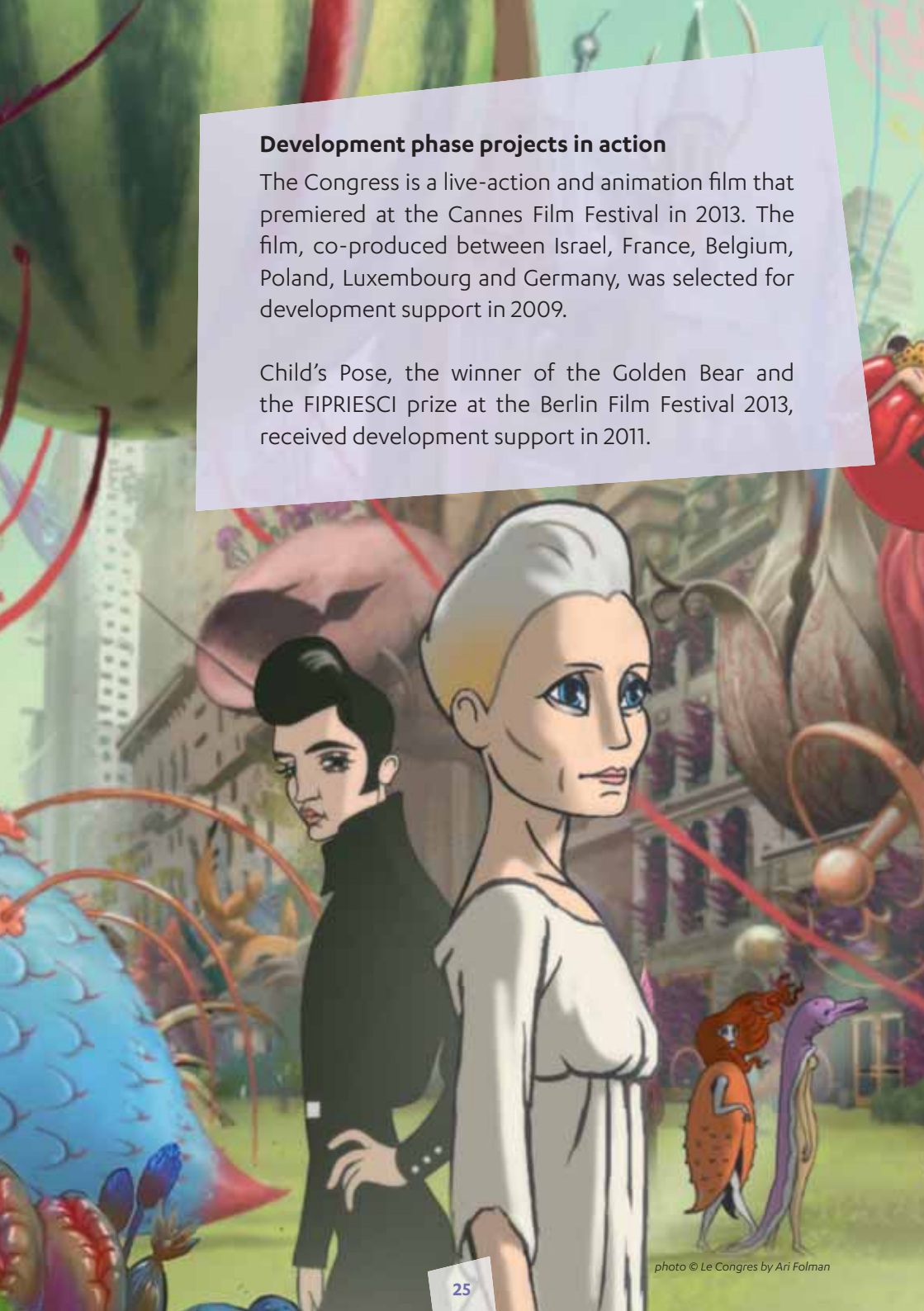




photo © Jérôme Prébois. *The Lying Game*. Breakout Films.

Financing high quality European television

Funding category: TV programming

What is it for?

Creative Europe helps increase the circulation of European TV programming and to bring quality European content to European audiences. It encourages co-operation between producers and broadcasters and supports independent TV projects suitable for the international market.

What does it support?

Funding is available for independent producers with quality works that are co-produced or pre-bought by European and international TV channels. These works can be one-offs or serialised, and may include dramas, animation or creative documentaries.

Ready to find out more?

Page 48 contains details about how to apply.

TV programming projects in action

The French film *L'Infiltré* (The Lying Game) was supported and in 2012 the film was nominated for an International Emmy in the TV Movie/Mini-Series category.

Oscar-nominated for the Best Documentary Feature in 2013, *The Gatekeepers* was selected for support and has been shown on many European TV channels. It is a co-production between Israel, France, Belgium and Germany.

WHY THIS STORY?

Market access and promotion in action

Sofia Meetings is a yearly co-production market with two objectives: Feature Film Pitching and Balkan Screenings.

Baltic Event is a yearly co-production market in Tallinn, Estonia for up-coming European films, documentaries and animations with a focus on young audiences.

Entering new markets and promoting European audiovisual works

Funding category: market access and promotion

What is it for?

Through market access and promotion opportunities, Creative Europe funds activities that strengthen the audiovisual sector and enable it to bring productions to new markets in Europe and beyond.

What does it support?

The scheme supports activities that nurture European and international co-productions, and increase the circulation of both European films worldwide and international films in Europe.

Activities can include:

- Co-production and financing initiatives.
- Events or trade shows for finished works.
- Developing databases of European programmes and professionals in the audiovisual industry.
- Developing online tools in European audiovisual or film industries.
- Promotional activities within and outside of participating countries.
- Promotional initiatives and platforms (groups of organisations focused on achieving shared objectives).

Ready to find out more?

Page 48 contains details about how to apply.

Funding for European film festivals

Funding category: festivals

What is it for?

Creative Europe helps promote and present European film and audiovisual works by financing European film festivals. This increases the range of European films screened during festivals and encourages audience interest.

What does it support?

Funding is available for festivals that:

- Promote European films, especially works from countries with less established film-making industries.
- Represent the geographic diversity of European cinema.
- Include film literacy initiatives, such as film education, to develop citizens' appreciation for European film.
- Have a clear audience development strategy.

Ready to find out more?

Page 48 contains details about how to apply.



Festivals in action

Examples of festivals funded include Tallinn Black Nights Film Festival, Animafest Zagreb, Semaine de la Critique in Cannes, Krakow Film Festival, DocPoint Helsinki Documentary Film Festival, Thessaloniki International Film Festival, Brussels Short Film Festival and Holland Animation Film Festival.

photo © nina djurdjevic

Selling and distributing Europe's films across borders

Funding category: sales and distribution

What is it for?

This support is designed to increase European sales agents' and distributors' competitiveness and bring European films to global markets and international audiences.

What does it support?

Creative Europe offers three schemes to fund sales and distribution:

■ **Cinema Selective Scheme (for sales agents and distributors):**

This scheme funds Europe-wide film distribution campaigns. Funding is provided to groups of distributors to launch a campaign, coordinated by the films' sales agent. This funding covers the print and advertising costs for distributing films outside their country of origin.

■ **Cinema Automatic Scheme (for distributors):**

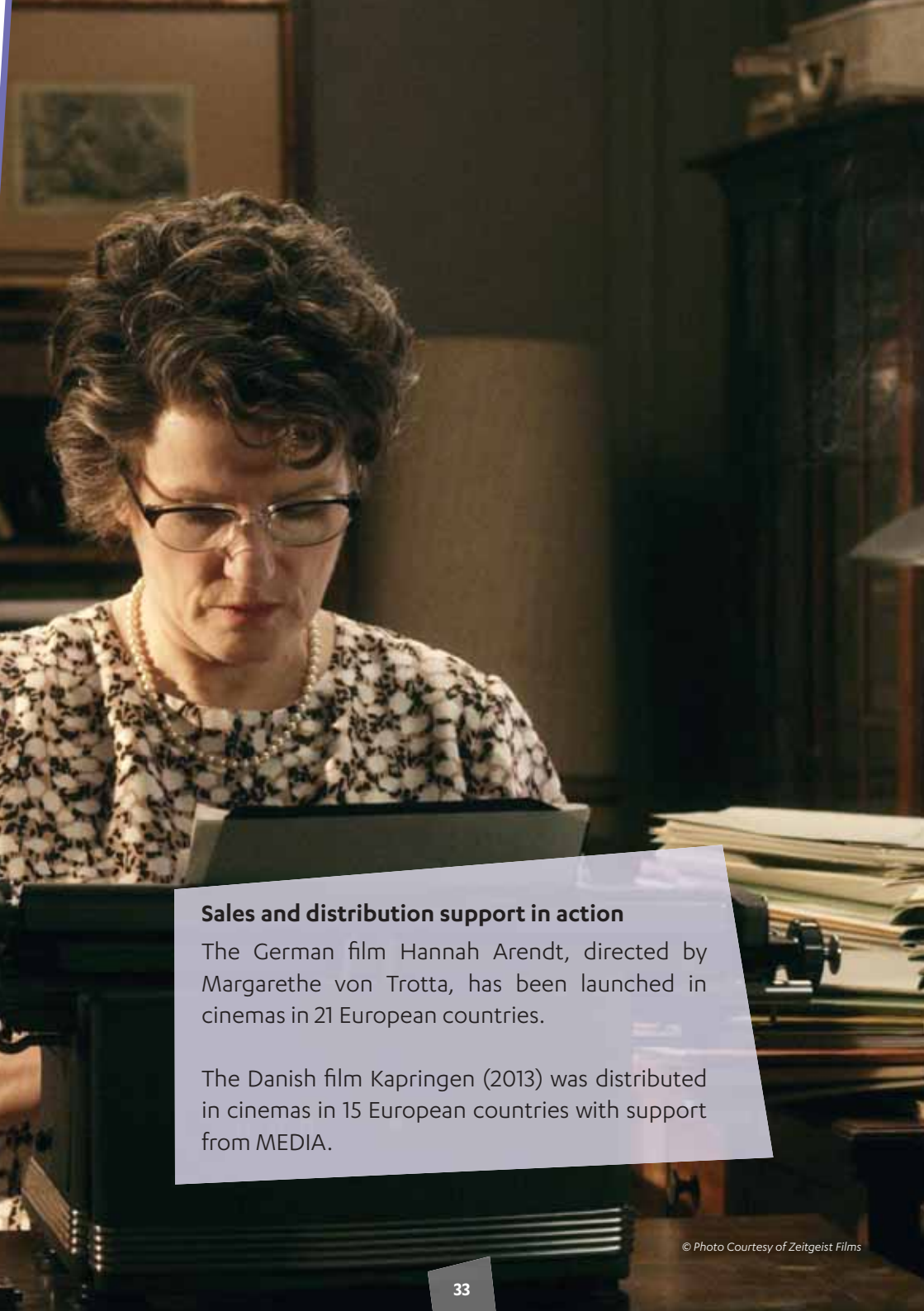
This scheme helps to distribute recent European films by providing funds to distributors based on their market performance.

■ **Sales Agents' Scheme:**

This scheme helps to distribute recent European films by providing funds to sales agents based on their market performance.

Ready to find out more?

Page 48 contains details about how to apply.



Sales and distribution support in action

The German film *Hannah Arendt*, directed by Margarethe von Trotta, has been launched in cinemas in 21 European countries.

The Danish film *Kapringen* (2013) was distributed in cinemas in 15 European countries with support from MEDIA.



Reaching the audience

Funding category: cinema network & audience development

What is it for?

Building an audience for European audiovisual content on all platforms is a priority of Creative Europe. The objective is to increase the visibility and circulation of European films by encouraging creative and innovative ways to reach broader audiences – especially young people. This includes film literacy projects.

What does it support?

- **The cinema network** scheme gives financial support to a network of cinemas that screen a significant proportion of non-national European works, and additionally develop educational activities for young cinema-goers. The cinemas receive support via the network.
- **Film literacy projects** support cooperation and partnership between film literacy activities in several countries and language areas.
- **Audience development events** supports cooperation between screening events for promotion and marketing of successful European films in various countries and on various distribution platforms.

Ready to find out more?

Page 48 contains details about how to apply.

Co-production projects in action

PRIMEXCHANGE Europe–India was the first co-production initiative to unite independent film producers from Europe and India. It received funding in 2012 and offered support in all areas of project development.

In 2011, the Balkan Documentary Centre (BDC) supported the creation and distribution of critically-minded documentaries in the Balkans. It provided technical support, from research labs to production equipment, as well as post facilities and a virtual network.

Financing international film co-productions

Funding category: co-production funds

What is it for?

Creative Europe helps to finance co-productions in order to nurture culturally diverse animation, fiction and documentary film projects, while providing the means to circulate them to new audiences.

Creative Europe encourages European organisations to co-produce creative and artistic film projects, and work with international partners to circulate these films across borders (both in Europe and worldwide).

What does it support?

Funding is available for existing European co-production funds in order to help finance international co-productions; including feature films, animations and creative documentaries primarily intended for cinema release.

Ready to find out more?

Page 48 contains details about how to apply.



photo © Liverpool City Council



Part 3: Creative Europe prizes and special actions

Creative Europe prizes in cultural heritage, architecture, literature, music and cinema are an opportunity to highlight the excellent quality and success of European activities in these sectors.

The prizes put the spotlight on the work of artists, music groups, architects, authors, filmmakers and those working in the field of cultural heritage.

This section covers the prizes on offer. We also focus on two prestigious special actions: the European Capitals of Culture and European Heritage Label. These titles are designed to draw attention to examples of Europe's rich cultural diversity and heritage.



photo © François Walschaerts

The EU Prize for Literature

This EU prize showcases the diversity, richness and creativity of Europe's contemporary literature. Winning authors can reach broader readerships, beyond national and linguistic borders. Every year, national juries in a third of the participating countries select their winning authors and all countries are represented over a three-year period.

The EU Prize for Literature awards are presented at a ceremony in Brussels every year. The winners in 2013 were: Isabelle Wéry (Belgium), Faruk Šehić (Bosnia and Herzegovina), Emilios Solomou (Cyprus), Kristian Bang Foss (Denmark), Meelis Friedenthal (Estonia), Lidija Dimkovska (Former Yugoslav Republic of Macedonia), Katri Lipson (Finland), Marica Bodrožić (Germany), Tullio Forgjarini (Luxembourg), Ioana Pârvulescu (Romania), Gabriela Babnik (Slovenia) and Cristian Crusat (Spain).

The European Border Breakers Awards

Europe is renowned for its rich musical diversity and talented musicians. Each year, 10 artists receive a European Border Breakers Award (EBBA). The award helps emerging artists reach new audiences and gain recognition beyond their home country. The event includes performances by the winners and is aired on YouTube and TV stations across Europe.

The winners selected for 2014 were: GuGabriel (Austria), Lukas Graham (Denmark), Woodkid (France), Zedd (Germany), Ásgeir (Iceland), Kodaline (Ireland), Jacco Gardner (Netherlands), Envy (Norway), Icona Pop (Sweden) and Disclosure (United Kingdom).



photo © EBBA 2010

The EU Prize for Contemporary Architecture

The biennial EU Prize for Contemporary Architecture is the most prestigious prize in European architecture. The prize highlights a sector at the heart of the European cultural and creative industries, and celebrates its contribution to new ideas and technologies.

The winners of the 2013 main prize were Henning Larsen Architects, Studio Olafur Eliasson and Batteríð Architects for Harpa, the concert hall and conference centre in Reykjavik, Iceland. The Emerging Architect Special Mention award went to María Langerita and Víctor Navarro for the Nave de Música Matadero (Red Bull Music Academy) in Madrid, Spain.



photo © Nic Lehoux



photo © Ilias Georgouleas

The EU Prize for Cultural Heritage

The EU Prize for Cultural Heritage celebrates excellence in cultural heritage care. Awards are given to projects in four categories: conservation; research; dedicated service by individuals or organisations; and education, training and awareness-raising.

Of the 30 projects that received an award in 2013, seven were named 'Grand Prix' laureates and were awarded €10,000. These were: Tallinn Seaplane Harbour (Estonia), Roman Theatre of Medellin (Spain), Strawberry Hill (United Kingdom), Restoration of the Exceptional Machines of Wielemans-Ceuppens Brewery (Belgium), ESMA – Committee for the Conservation of the Acropolis Monuments (Greece), Association for the Promotion of Art and Culture in the Eastern Part of Germany (Germany), and SOS Azulejo Project (Portugal). One of the 30 winners, the Propylaea Central Building (Greece), also received the public choice award, based on an online poll.



photo © European Commission

The EU MEDIA Prize

The prize is awarded to the best project with box office potential submitted for development funding. The work can be fictional, an animated film or a documentary, though it must be intended for cinema release. The winner is selected by a panel of independent experts and European Commission representatives.

In 2013 the prize was awarded to Danish director Thomas Vinterberg for the film project The Commune, which tells the story of life in a Danish commune in the 1970s. He received the award at a ceremony during the Cannes Film Festival on 19 May 2013. He shares it with co-writer Tobias Lindholm, and his producers Sisse Graum Jørgensen and Morten Kaufmann.

Creative Europe special actions

The European Heritage Label

The European Heritage Label (EHL) is a bridge between the EU and its citizens. The aim is to award a label to sites that have played a key role in European history and integration. This helps strengthen a sense of belonging by highlighting elements of shared history and heritage. Not only does the scheme encourage cultural tourism, it also fosters an appreciation of EU values while increasing public awareness about Europe's history.



photo © AKP Schleinzer

In 2014, 18 Member States are entitled to submit sites for EHL selection: Belgium, Bulgaria, Czech Republic, Germany, Greece, Spain, France, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia and Slovakia.

European Capitals of Culture

The European Capitals of Culture initiative highlights the wealth and diversity of European cultures, and celebrates the cultural ties that link Europeans together. Two Member States are invited to host the event every year. About 50 cities across Europe have received the title since it began in 1985.



photo © Joao Octavio, Fundacao Cidade de Guimarães

In 2014 the European Capitals of Culture are Umeå (Sweden) and Riga (Latvia), followed by Mons (Belgium) and Plzeň (Czech Republic) in 2015; Donostia-San Sebastian (Spain) and Wrocław (Poland) in 2016; and Aarhus (Denmark) and Paphos (Cyprus) in 2017.

Special focus: access to finance

A financial guarantee facility for cultural and audiovisual SMEs

What is it for?

Small to medium sized enterprises (SMEs) in the cultural and audiovisual sectors need finance to grow their businesses, but many experience difficulty obtaining loans.

From 2015, a cultural and audiovisual sectors facility will progressively be implemented to help SMEs access private finance. The new facility will provide incentives to financial institutions to offer cultural and audiovisual SMEs loans that meet their needs.

What will it support?

The EU will establish a guarantee fund of €121 million that participating lenders can call upon if a cultural or audiovisual organisation fails to repay a loan. With the risk lowered, financial institutions will be more likely to lend.

Financial institutions will receive a partial guarantee on loans issued. In return for the guarantee, lenders must offer loans to SMEs in the cultural and audiovisual sectors and will be encouraged to accept their intangible assets (intellectual property) as collateral.

In addition, a new Capacity Building Scheme will provide expert services to lenders to increase their understanding of the sector.

Watch out for more details at ec.europa.eu/creative-europe





Information for applicants

Who can take part?

Organisations in the cultural and audiovisual sectors can participate (for example, architecture, archives and libraries, audiovisual, cultural heritage, design, festivals, music, performing arts, publishing, radio and visual arts). Applicants must secure a minimum number of partners from a minimum number of countries to participate. See the application guidelines in the Call for Proposals for details.

Participating countries

All EU Members States participate in Creative Europe. Candidate countries and potential candidate countries can also participate, as well as Iceland and Norway. European neighbouring countries may apply, subject to conditions.

Some opportunities are open to projects involving operators from non-participating countries. The conditions of participation are specific to each activity. See the application guidelines in the Call for Proposals for details.

Where do I find more information?

Please go to eacea.ec.europa.eu or contact the Creative Europe desk in your country via ec.europa.eu/creative-europe/desks

How do I apply?

The Call for Proposals and application guidelines can be found at eacea.ec.europa.eu

This guide provides a good overview of Creative Europe opportunities, but is not exhaustive and is no substitute for the application guidelines in the Call for Proposals. It's your responsibility to read these carefully before you apply.



photo © MEDIA-stands.eu



HOW TO OBTAIN EU PUBLICATIONS

Free publications:

- via EU Bookshop (<http://bookshop.europa.eu>);
- at the European Union's representations or delegations. You can obtain their contact details on the Internet (<http://ec.europa.eu>) or by sending a fax to +352 2929-42758.

Priced publications:

- via EU Bookshop (<http://bookshop.europa.eu>).

Priced subscriptions (e.g. annual series of the Official Journal of the European Union and reports of cases before the Court of Justice of the European Union):

- via one of the sales agents of the Publications Office of the European Union (http://publications.europa.eu/others/agents/index_en.htm)

Luxembourg: Publications Office of the European Union, 2014

2014 — 48 pp. — 14.8 x 21 cm

ISBN 978-92-79-30940-3

doi:10.2766/44140

Imagine. Create. Share.

Find out more:

ec.europa.eu/creative-europe

Or join the conversation on social media:

 Creative Europe

#CreativeEurope

© European Union, 2014

For any use or reproduction of photos which are not under European Union copyright, permission must be sought directly from the copyright holder(s).

© photos: Shutterstock unless specified

ISBN 978-92-79-30940-3
doi: 10.2766/44140



Publications Office

