



EUROPEAN UNION

Delegation of the European Union

Skopje, 24 July 2014

**Press Conference on the occasion of the accession of the
country to the "Creative Europe" programme**

(24 July, Thu, 11 hours, EU Info Centre)

Speaking points
Ambassador Aivo Orav
Head of the EU Delegation

**Dear Minister Ms Kancevska-Milevska,
Ladies and gentlemen,**

It is a great pleasure for me to mark jointly with the Minister of Culture the accession of the country to the Creative Europe programme of the European Union.

I am delighted that the country will now benefit from Creative Europe. Its cultural and creative sectors will be strengthened and audiences in the country and beyond will benefit from increased cultural diversity. I am happy that we have concluded this agreement that gives local cultural organisations the opportunity to work with European partners on transnational cultural projects. Creative Europe will enable local artists and cultural professionals, to work together and make their creative works available to wider audiences.

Creative Europe is the European Commission's framework programme for support to the culture and media sectors. The programme consists of two sub-programmes: the Culture sub-programme to promote the culture sector, and the MEDIA sub-programme to support the media and audio-visual sector.

Following on from the previous Culture Programme and MEDIA programmes, Creative Europe, will support:

- Culture sector initiatives, such as those promoting cross-border cooperation, platforms, networking, and literary translation; and
- Media initiatives, such as those promoting the development, distribution, or access to media works.

Currently, the country will have access only to Culture sub-programme of the Creative Europe. Local organisations will, for example, be able to apply for grants for multiannual cooperation projects, for book translations, for setting up cultural networks or establishing multinational cultural platforms.

The country is also expected to join Creative Europe's MEDIA sub-programme once it has been confirmed by the services of the European Commission that the recently adopted audiovisual legislation is in line with EU law. In this light, I would like to encourage the national authorities to enter in dialogue with the services of the European Commission and seek membership at the Media sub-programme.

Under the previous Culture Programme (2007-2013), local cultural organisations received grants for literary translation projects, for book fairs, for festivals. They also took part in a number of cooperation projects.

Programmes such as the Creative Europe are powerful drivers for development of individuals and institutions. They are recognized as a fundamental building block for human and institutional development and one of the strongest instruments for increasing opportunities offered to citizens by the European Union. With participation in programmes, new opportunities are opened, people start realising their European dreams, to the benefit of all.

Citizens, cultural institutions, non-governmental organizations, and national administrations can all participate in the programme. Thus, I would like to encourage cultural organisations to apply to this programme and thus advance greater cooperation among the citizens of our continent.

Thank you very much for your attention.