

## Creative Europe

The Programme will consist of the three following elements:

- (a) a Cross-sectoral Strand addressed to all cultural and creative sectors;
- (b) a Culture Sub-programme addressed to the cultural and creative sectors;
- (c) a MEDIA Sub-programme addressed to the audio-visual sector.

<http://ec.europa.eu/culture/creative-europe/>

### **The cross-sectoral strand**

Participation of ENI countries will include measures to support transnational policy cooperation and exchanges of experience between policy-makers and operators; new approaches to audience-building and business models; cultural and media literacy; and data collection including membership of the European Audiovisual Observatory.

### **Support measures of the Culture Sub-programme**

The Culture Sub-programme shall provide support for:

- (a) cooperation measures bringing together cultural operators from different countries to undertake sectoral or cross-sectoral activities;
- (b) activities by European bodies comprising networks of operators from different countries;
- (c) activities by European platforms for the development of emerging talent and stimulating the circulation of artists and works, with a systemic and large scale effect;
- (d) support for literary translation;

### **Support measures of the MEDIA Sub-programme**

The MEDIA Sub-programme shall provide support in particular for the following measures:

- (a) support the training and knowledge sharing of audiovisual professionals.
- (b) support the development of European audiovisual works with enhanced crossborder circulation potential;
- (c) support for international co-production funds
- (d) facilitate access to professional audiovisual trade events and markets and the use of online business tools inside and outside Europe;
- (e) support for the distribution of non-national films in cinemas and other platforms eg. Video on Demand in Europa and beyond

- (f) support of a European cinema owners' network that will dedicate a significant proportion of the programming to European films.
- (g) support initiatives that promote European films e.g. festivals and other promotion events
- (h) support audience development activities

### **Funding the participation of Neighbourhood countries**

Creative Europe will be open for the first time to the participation of ENI countries. This participation would contribute to establish a single cultural cooperation area strengthening intercultural dialogue and cooperation between professionals.

Participation could be decided by sub-programme for the MEDIA and Culture part of Creative Europe.

The conditions to be fulfilled by ENI countries for participating in Creative Europe are the following:

1. The country has signed a Framework Agreement with the EU on the general principles of its participation in Union programmes.
2. The country has then signed a Memorandum of Understanding with the Commission and paid an annual contribution to the programme (the so-called "entry ticket").
3. Its financial contribution could be reimbursed, if foreseen by the funding instrument.
4. For the MEDIA Sub-programme, the country has to respect certain conditions laid down in the Audio Media Services Directive (AVMSD) and the World Trade Organisation's "most-favoured-nation" exemption of the audiovisual sector.

### **Contact point:**

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