



department for  
**culture, media  
and sport**

# CONSULTATION ON THE EUROPEAN COMMISSION'S PROPOSAL FOR A CREATIVE EUROPE PROGRAMME

December 2011

improving  
the quality  
of life for all

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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# Section 1: Introduction

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1. The purpose of this consultation exercise is to seek views on the European Commission's proposal for a new "Creative Europe" programme 2014-2020. The new programme would replace the current Culture, MEDIA and MEDIA Mundus programmes which expire at the end of 2013.
2. Negotiations on the proposal will begin in the Council of Ministers in early 2012 under the Danish Presidency of the Council and continue during the Cypriot Presidency. Ideally, they should be completed in the first part of 2013 during the Irish Presidency of the Council.
3. The European Parliament will also consider the proposal, and the Parliament and the Council will need to agree on the final version before it can be formally adopted.
4. We would like to hear your views on the Commission's proposal. The text of the proposal, together with other relevant material, is available on the Commission's website at: [http://ec.europa.eu/culture/creative-europe/index\\_en.htm](http://ec.europa.eu/culture/creative-europe/index_en.htm). A summary of the proposal is in Section 2.
5. Questions on the proposal are in Section 3, but please feel free to comment on any aspect of the proposal whether or not it is explicitly covered in the questions.
6. We would also welcome views on any aspects of the current Culture, MEDIA and MEDIA Mundus programmes you feel might be relevant.

## How to respond

7. The deadline for responses to this consultation is **Friday 16<sup>th</sup> March 2012**.
8. Please send your response to [creative.europe@culture.gov.uk](mailto:creative.europe@culture.gov.uk) or by post to:

Karl Jagdis  
EU & International Team  
Department for Culture, Media and Sport  
2-4 Cockspur Street  
London  
SW1Y 5DH

9. When responding, please state whether you are responding as an individual or representing the views of an organisation. If you are responding on behalf of an organisation, please make it clear which sector(s) the organisation belongs to and, if applicable, who the organisation represents.

### **Disclosure of responses**

10. Please note that the Department will publish all responses in full, unless specifically requested not to do so. However, all information in responses, including personal information, may be subject to publication or disclosure under freedom of information legislation. If a correspondent requests confidentiality, this cannot be guaranteed and will only be possible if considered appropriate under the legislation.
11. Any such request should explain why confidentiality is necessary. Any automatic confidentiality disclaimer generated by your IT system will not be considered as such a request unless you specifically include a request, with an explanation, in the main text of your response.

## Section 2: Summary of the proposal

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1. The European Commission has published a proposal for a new “Creative Europe” programme for the period 2014-2020. The new programme would replace the current Culture, MEDIA and MEDIA Mundus programmes which will end in December 2013.
2. The proposed new programme would have three strands:
  - A cross-sectoral strand for all the cultural and creative sectors, including a new financial facility and support for transnational policy co-operation and innovative cross-sectoral actions;
  - A Culture strand for the cultural and creative sectors; and
  - A MEDIA strand for the audiovisual sector.
3. The Culture and MEDIA strands are successors to the current Culture and MEDIA/MEDIA Mundus programmes respectively. The cross-sectoral strand is new. The Commission considers that bringing the existing programmes together in this way will allow for further administrative simplification, better branding of projects funded through the programme and more scope for cross-sectoral measures.

### *Aims*

4. The overall aim of the programme is to promote European cultural and linguistic diversity and to strengthen the competitiveness of the cultural and creative sectors in Europe. More specifically, it seeks to promote and support transnational actions in the cultural and creative sectors and to develop the capacity of the cultural and creative sectors to operate on a transnational basis.
5. The programme is only intended to support actions and activities which will create European added value and which contribute to the achievement of the objectives of the Europe 2020 Strategy. Europe 2020 aims to make the EU economy smart, sustainable and inclusive. The EU as a whole and each Member State have set themselves ambitious targets on employment, innovation, education, social inclusion and climate/energy.

### *Cross-sectoral strand*

6. The cross-sectoral strand will include a new financial facility for the cultural and creative sectors. This facility will take the form of a debt instrument operating alongside European financial institutions to provide loans for small- and medium-sized enterprises. It will also seek to develop financial institutions' expertise and understanding of the cultural and creative sectors and to improve the sectors' ability to attract loans and private investment.
7. This strand will also support measures to promote transnational policy co-operation; and it will support the national members of a network of Creative Europe Desks – currently the Cultural Contact Points and MEDIA Desks – to provide information and advice on applying for funding under the programme. It is left to Member States to decide how to organise their Creative Europe Desks, although the Commission expects to be able to make administrative savings in this area.

### *Culture strand*

8. The Culture strand will seek to strengthen the business and technical capacity of the cultural and creative sectors and promote transnational circulation of cultural and creative products and events. It will support actions involving people from more than one country and actions designed to make cultural and creative products more widely visible and accessible across Europe, including European cultural prizes, the European Heritage Label and the European Capitals of Culture.

### *MEDIA Strand*

9. The MEDIA strand will seek to strengthen the business and technical capacity of the audiovisual sector and promote the transnational circulation of audiovisual works. It will support actions to develop and disseminate the use of new technologies and production techniques and actions designed to make audiovisual works more widely visible and accessible across Europe.

### *Implementation*

10. The programme will be implemented by the Commission through its annual work programmes. It will be supported by a Creative Europe Programme Committee consisting of representatives of the Member States and chaired by a representative of the Commission. The Committee will use the advisory procedure, under which it makes decisions (or “delivers opinions”) by a simple majority of the members.

11. The Commission envisages that the vast majority of grants under the Culture and MEDIA strands will continue to be managed through the Executive Agency for Education, Audiovisual and Culture (EACEA). However, the Commission will manage some aspects of the programme directly, in particular prizes, co-operation with international institutions, the European Capitals of Culture and the European Heritage Label.
12. The Commission is proposing a budget of €1.801 billion at current prices over 7 years for the programme. The Commission has set out an indicative budgetary allocation of 15% for the cross-sectoral strand, 30% for the Culture strand and 55% for the MEDIA strand.
13. Non-EU European countries may participate in the programme subject to the terms of their agreements with the EU. Other countries and international organisations may participate in actions under the programme on the basis of joint contributions to the funding.
14. The programme will be monitored on a regular basis against an agreed set of indicators. An external evaluation report will be produced by the end of 2017.



## Section 3: Questions

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We would be grateful for your responses to the questions below. Please do not feel obliged to provide a response to every question, and please feel free to provide additional information and comments separate from your responses to the questions.

### *General*

1. What benefit has the current Culture/MEDIA/MEDIA Mundus programme brought to your organisation/sector?
2. Is there still a need for EU action in the cultural and creative sectors? If so, why?
3. What would be the impact if there were no EU programmes for the cultural and creative sectors?
4. Do you agree that the three current programmes should be replaced by a single programme with separate Cross-sectoral, Culture and Media strands? What do you see as the benefits and/or disadvantages of this approach?
5. Does the proposed programme provide an appropriate framework for the kind of actions which would most benefit your organisation/sector and add value? If not, how should the framework be changed in order to maximise the benefits and added value?

### *European added value (Article 3)*

6. Does the proposal identify the right means of ensuring added value? Are there any others that should be added?

### *Programme objectives (Articles 4-5)*

7. Does the proposal identify the right general objectives for the programme? Are there any others that should be added?
8. Does the proposal identify the right specific objectives for the programme? Are there any others that should be added?

*Cross-sectoral strand (Articles 7-8)*

9. Do you agree with the proposal for a new financial facility for small and medium-sized enterprises and organisations in the cultural and creative sectors?
10. What would be the benefit of such a financial facility to your organisation/sector?
11. Would such a financial facility be of greater benefit to some sub-sectors than others? If so, which sub-sectors would be likely to benefit more from the facility and which less, and why?
12. Is there a risk that such a financial facility could create market distortions? If so, why, and how could the impact on the market be mitigated?
13. What level/proportion of the financial allocation for the programme should be allocated to such a financial facility?
14. Do you agree with the proposed support measures for transnational co-operation? Are there any other measures which should be included?
15. Do you agree with the proposed tasks of the Creative Europe Desks' network? Are there any other tasks which should be included?

*Culture strand (Articles 9-10)*

16. Does the proposal identify the right priorities for the culture strand? Are there any others that should be added?
17. Does the proposal identify the right support measures for the culture strand? Are there any others that should be added?

*Media strand (Articles 11-12)*

18. Does the proposal identify the right priorities for the media strand? Are there any others that should be added?
19. Does the proposal identify the right support measures for the media strand? Are there any others that should be added?

*Monitoring and evaluation (Article 14)*

20. Will the proposed monitoring and evaluation measures be sufficient to measure the overall impact of the programme and the European added value? If not, how could they be improved?
21. Are the proposed indicators appropriate for monitoring and evaluating the programme? Are they sufficiently SMART (Specific, Measurable, Achievable, Realistic, Time-bound)? Are there any others that should be used?

*Third countries (Article 16)*

22. Is it appropriate to allow access to the programme to non-EU countries on the terms set out in this Article?

*Financial provisions*

23. How should the financial allocation for the programme be divided between the strands? Should there be fixed or indicative allocations for each strand and if so what should they be?

*Final comments*

24. Do you have any other comments on the Commission's proposal?



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