



## The EU at a glance

# Culture, Tourism and SME development















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Culture

### Why worth investing in culture?

- It significantly contributes to economic growth, employment, innovation and social cohesion.
- It safeguards and promotes cultural and linguistic diversity and strengthens the competitiveness of the cultural and creative sectors.
- Employment in the cultural and creative sectors proved more resilient than in the EU economy as a whole
- Some cultural sectors have a higher percentage of youth employment than the rest of the economy

















Culture

### Challenges in Europe

- The digital shift and globalisation, leading to the emergence of new players, the coexistence of very big structures with micro-entities, a progressive transformation of value chains and evolving consumer behaviour and expectations;
- Access to finance remains a major difficulty: the banking sector does
  not have the necessary expertise to analyse business models in these sectors and
  does not adequately value their intangible assets;
- High fragmentation along national and linguistic lines: While the resulting cultural diversity is a clear European asset, this leads to limited transnational circulation of cultural and creative works and operators, geographical imbalances and a limited choice for consumers;
- Limited scope for synergies: the cultural sectors and policies are still often organised in sectoral silos, limiting the scope for synergies and the emergence of new solutions and businesses



















Turning challenges into growth and jobs opportunities

#### **Key policy drivers**

- Addressing changing skills needs
- Improving access to finance
- Enlarging the marketplace: new partnerships and business models
- Expanding international reach
- Reinforcing cross-sectoral fertilisation



















How does the EU address the challenges?

- Helps the cultural and creative sectors to seize the opportunities of the 'digital age' and globalisation
- Enables the sectors to reach their potential so that they can contribute to the Europe 2020 goals for sustainable growth, jobs and social cohesion.
- Opens up new international opportunities, markets and audiences Builds on the success of the MEDIA and Culture programmes.



















How does the EU support culture?

- More funding for artists and cultural professionals to develop their skills and to work across borders
- More funding for transnational cultural activities within and outside of the EU
- Support schemes tailored to the specific needs of the audiovisual and the cultural sectors in the EUEasier access to private funding through guarantees
- Increase banking expertise in the cultural and creative sectors
- Develop Europe's competitiveness in culture and film while safeguarding cultural and linguistic diversity



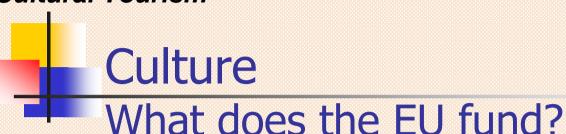














#### **CREATIVE EUROPE PROGRAMME**

#### **Transnational Cooperation Projects**

- Up to 250,000 artists and cultural professionals supported to work together across borders
- Cultural workers offered opportunities to gain skills and knowledge



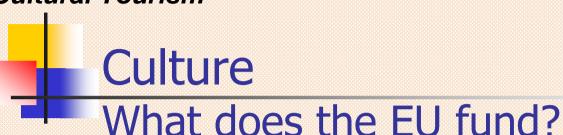














#### **CREATIVE EUROPE PROGRAMME**

- Networks & Platforms
- Networks supported to help strengthen the capacity of cultural players to operate transnationally
- New platforms to showcase emerging talent and stimulate Europe-wide programming of cultural and artistic activities



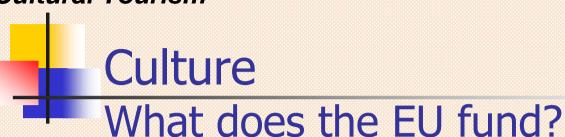














#### **CREATIVE EUROPE PROGRAMME**

#### Literature

- Grants for the translation of more than 4,500 literary works
- Thousands of booklovers to discover and enjoy literature from other European countries in their own language















Culture





**MEDIA Sub-programme -** supporting Europe's audiovisual industries

- Training & Development Support
- Thousands of audiovisual professionals to attend training activities
- Support for the development of feature films, animation and documentaries for cinema, TV or digital platforms
- Support for video games development
- Distribution
- Funding to support the circulation of more than 800 European films across borders
- Support for cinema networks to enable 2,000 cinemas to devote half their screens to European films
- Audience Development & Festivals
- Support for more than 80 European film festivals per year to promote European films
- Funding for cross border cooperation between film literacy initiatives
- Screening events to raise interest in successful European films







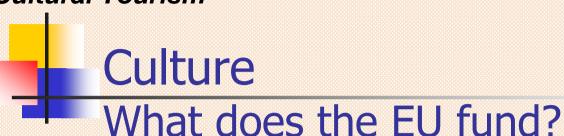








Programme of the European Union





#### **CREATIVE EUROPE PROGRAMME**

- Cross-sectoral Strand
- €121m for a Guarantee Fund to facilitate loans to cultural and creative enterprises and organisations
- Support for piloting projects bridging different cultural and creative sectors















Culture

What does the EU fund?



#### **CREATIVE EUROPE PROGRAMME**

#### **Prizes**

- Prizes awarded that celebrate:
- Europe's emerging authors of fiction
- The excellence of European architecture
- Outstanding examples of cultural heritage care
- Emerging talents in pop, rock and dance music
- The best European films















Culture

What does the EU fund?



#### **CREATIVE EUROPE PROGRAMME**

- European Capitals of Culture
- Each year 2 to 3 cities bear the title of European Capital of Culture to celebrate the diversity and common features of cultures in Europe, and to use culture as a factor of their socio-economic development.
- European Heritage Label
- European Heritage Label awarded to sites that have symbolic historical value for the European integration process











