

***Towards  
Excellence in  
Cultural Tourism***



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# The EU at a glance

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## 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



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## 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



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**Culture**

**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*



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## Culture

# 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.





# Culture

## 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 EU Easier 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



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# Culture

## What does the EU fund?

### **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



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**What does the EU fund?**

## **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





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**What does the EU fund?**

## **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



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## Culture

## What does the EU fund?

### CREATIVE EUROPE PROGRAMME

**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



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**What does the EU fund?**

## **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



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**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



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## 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

