

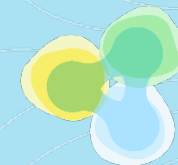


New European Bauhaus

beautiful | sustainable | together

Creative Europe Programme

Arnaud Pasquali
DG EAC



New European Bauhaus
beautiful | sustainable | together





General Objectives

- safeguard, develop and promote European cultural and linguistic **diversity** and heritage
- increase the **competitiveness** and the economic potential of the cultural and creative sectors
- **Inclusion and green** issues as Cross cutting issues

3 Strands:

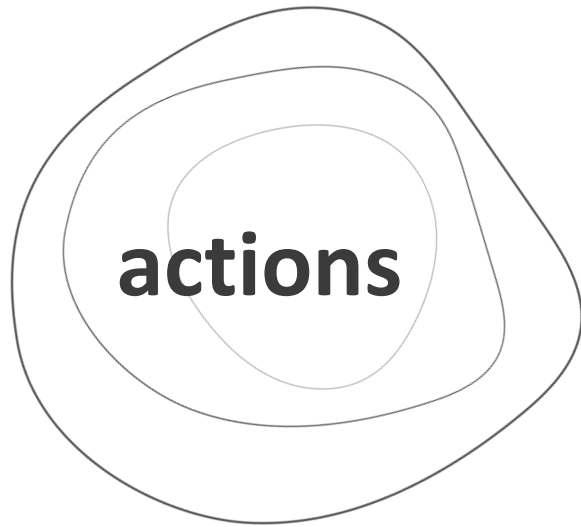
CULTURE – MEDIA – CROSS-SECTORAL

Implementing bodies

DG EAC – DG CNECT – EACEA
(Creative Europe Desks)



Creative Europe - Culture



- European Cooperation projects
- European platforms for the promotion of emerging artists
- European networks of cultural and creative organisations
 - Circulation of European literary works
 - Pan-European cultural entities
- Mobility of artists
- Sectoral and visibility actions (prizes , capital of culture)



Culture – Cooperation projects

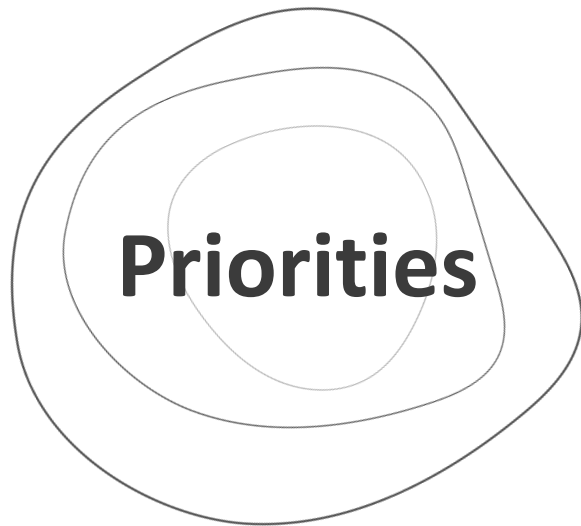


Objective 1 - “Creation”: to strengthen the transnational creation and circulation of European works and artists;

Objective 2 - “innovation”: to enhance the capacity of European cultural and creative sectors to nurture talents, to innovate, to prosper and to generate jobs and growth.



Culture – Cooperation projects



Meeting (in 2021) at least one of the following priorities:

- Audience engagement and development,
 - Social inclusion through culture,
 - Sustainability (Green Deal, incl. New European Bauhaus),
 - New Technology (digital transformation) and
 - International Dimension
-
- Sector specific priorities: capacity-building activities - such as training, networking or market access activities in the following sectors : Music, book, architecture, fashion



Culture – Cooperation projects



Eligibility criteria

	Max. EU contribution per project	Max. EU co-financing
Category 1 - Small scale projects (at least 3 partners from 3 countries)	EUR 200.000	80% of the budget
Category 2 - Medium scale projects (at least 5 partners)	EUR 1.000.000	70% of the budget
Category 3 - Large scale projects (at least 10 partners)	EUR 2.000.000	60% of the budget



**Target
audience
& timing**

Culture – Cooperation projects

Organisations from the Culture and Creative sectors based in the countries participating in the Creative Europe Programme.

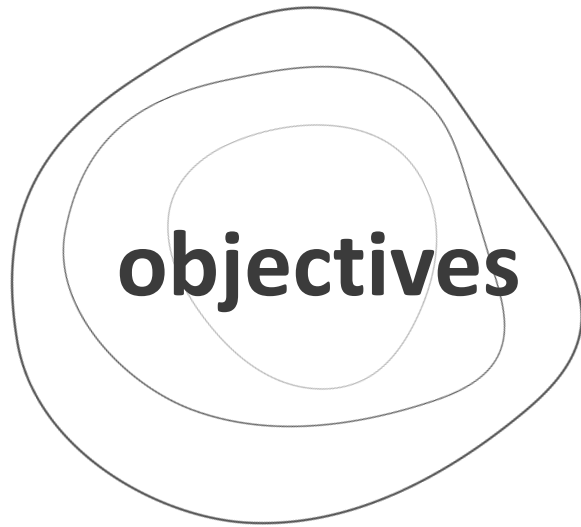
Publication : early February 2022

Deadline : end march 2022

Project up to 4 years



Cross sector - Innovation Lab



- development of innovative tools, models and solutions **applicable in the audiovisual sector and at least another cultural and creative sectors.**
- support the competitiveness, greening process, cooperation, circulation, visibility, availability, diversity and/or audiences across sectors.

2 specific themes

- Greening incl NEB
- Innovative education tools to tackle relevant societal topics



Cross sector - Innovation Lab



Eligibility criteria

- A consortium composed of at least **3 legal entities coming from at least 2 different countries** participating in the Creative Europe Programme, and presenting a diverse range of expertise across several cultural and creative sectors, including A/V
- Duration 24 months
- 60% co-financing



Cross sector - Innovation Lab

DESIGN, DEVELOPMENT AND TESTING OF INNOVATIVE TOOLS, MODELS AND SOLUTIONS APPLICABLE IN THE A/V AND OTHER CULTURAL AND CREATIVE SECTORS, AIMED AT SUPPORTING THE COMPETITIVENESS, COOPERATION, CIRCULATION, VISIBILITY, AVAILABILITY, DIVERSITY AND INCREASED AUDIENCE ACROSS SECTORS. SUCH ACTIVITIES SHALL CONTAIN A HIGH POTENTIAL OF REPLICABILITY IN A/V AND OTHER CULTURAL AND CREATIVE SECTORS

RIGHTS' MANAGEMENT AND MONETISATION
INCLUDING TRANSPARENCY AND FAIR REMUNERATION

DATA COLLECTION AND ANALYSIS
WITH PARTICULAR EMPHASIS ON PREDICTION FOR CONTENT CREATION AND AUDIENCE DEVELOPMENT

GREENING OF THE VALUE CHAIN
ACROSS THE CREATIVE AND CULTURAL SECTORS, INCLUDING ACTIONS THAT CONTRIBUTE TO THE EUROPEAN BAUHAUS PROJECT

INNOVATIVE EDUCATIONAL TOOLS AND CONTENT USING
CREATIVITY TO TACKLE SOCIETAL ISSUES
SUCH AS MISINFORMATION, FAKE NEWS, ETC.



**Eligible
activities**





Target & timing

The consortium must present a diverse range of expertise across several cultural and creative sectors, including A/V and Entities established in one of the countries participating in the **Creative Europe Programme**

Publication : March 2022

Deadline : September 2022



**More info &
contact details**

Creative Europe Desks - in each participating country

The provided services include

- Free information and guidance on how to access funding opportunities under the Creative Europe Programme
- Regular updates on audiovisual and culture related issues at European level.
- Networking support facilitating contact between cultural operators in different countries and partner finding opportunities
- Newsletter





More info & links

[Funding & tenders \(europa.eu\)](#)

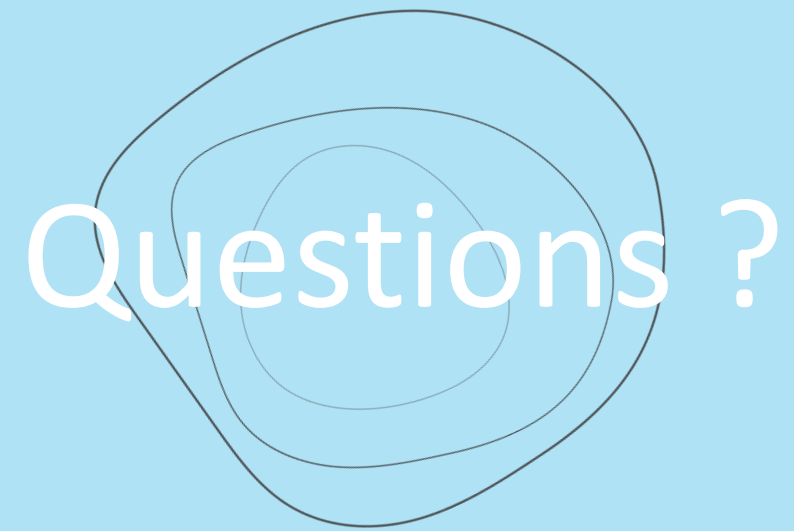
(EAC website) www.ec.europa.eu/programmes/creative-europe

(EACEA website) www.ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/crea2027

(project results platform) www.ec.europa.eu/programmes/creative-europe/projects

[Creative Europe Desks | Culture and Creativity \(europa.eu\)](#)







https://europa.eu/new-european-bauhaus/delivery_en

