



Creative and cultural industries as drivers of change, industrial and mining heritage as their boost, 27 April 2021

EU CULTURAL AND CREATIVE SECTOR POLICIES –

European Commission, DG EAC.D1
Barbara Stacher barbara.stacher@ec.europa.eu

- **CCSIs have been hit very hard by COVID** (in 2020, they lost 31% of their revenues)
- **Commission support** to the sectors via different instruments and new EU long-term budget 2021-2027 and NextGenerationEU: € 1.8 trillion
- **Communication 17 March: A common path to safe and sustained re-opening** – *soon guidelines for the cultural sector*

Artists & Creatives Community Covid-19
Resource Platform

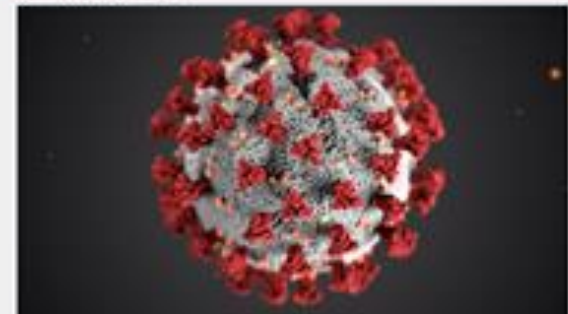
A platform by the cultural & creative sectors for the cultural & creative sectors

<https://creativesunite.eu/>

How the EU responds to the coronavirus outbreak in support of the cultural and creative sectors

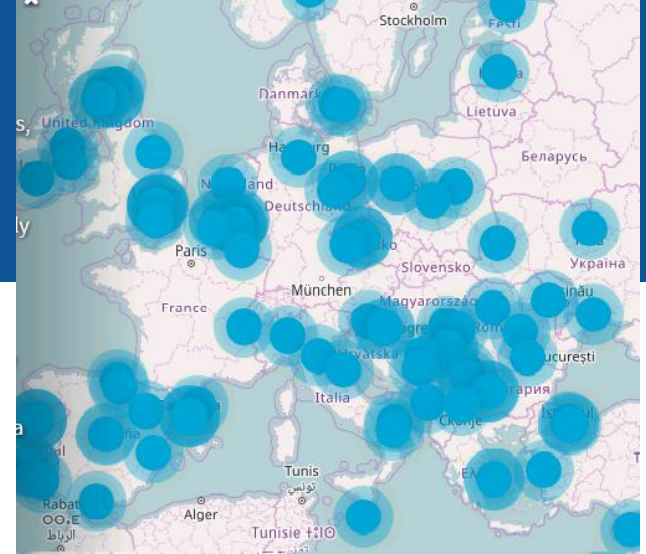
NEWS

Thu, 27/04/2020 - 12:04



<https://ec.europa.eu/culture/resources/coronavirus-response>

EUROPEAN
CREATIVE HUBS
NETWORK



**Cross sectoral strand Creative
Europe policy project (2016-18)
*is now an independent
Network***



european **creative hubs** network

<http://creativehubs.eu/>
@CreativeHubsEU

Creative Hubs & their areas of impact relevant to the urban context

Environmental

- **urban garden;**
- community farming;
- bee keeping;
- **solar energy;**
- **recycling;**
- DIY workshops;
- resource sharing;
- **recycled materials for building renovations;**
- **repair café;**
- **roof garden;**
- car pooling;
- paperless procedures;
- **eco hackathons;**
- cycling schemes;

Social and well-being

- **literacy programs for youth and unemployed;**
- community breakfasts;
- Friday thematic bars;
- yoga and mindfulness classes;
- dance classes and sport activities;
- games night;
- **child care;**
- **activities with refugees;**
- **fundraising for social impact organisations;**
- book fairs;
- art exhibitions;
- **reaching out to local community and minorities;**
- tree planting;

Social and urban dimensions – creative hubs, cultural centers and their surrounding communities



Trans-Europe-Halles: The 1st generation

<http://teh.net/>



ABOUT US MEMBERS MEETINGS PROJECTS ACADEMY CONSULTANCY NEWS RESOURCE CONTACT



Trans Europe Halles (TEH) is a Europe-based network of cultural centres initiated by citizens and artists.

TEH has been at the forefront of re-purposing Europe's industrial buildings for arts, culture and activism since 1983. As of 2017, TEH has brought together nearly 90 multidisciplinary cultural centres and other cultural organisations from across Europe.



LUND

SWEDISH
ARTS COUNCIL



Culture

Mejriert

culture
ACTION
europe

on the move

GALA GREEN ART LAB ALLIANCE

Part of TEH-Creative Lenses-
Creative Hubs Network is the
Helsinki Cable Factory, an
interesting case study:

NOSTOLAVA
MAX. KUORMA

KIINTEISTÖ OY KAAPELITALO

- A limited real-estate company
- Owned by the City of Helsinki
 - Turnover 6M EUR
 - Balance sheet 20M EUR
 - 18 employees
 - Occupancy rate 100%
- Kaapeli owns its own facilities
- Financially self-sustaining

kai.huotari@kaapelitehdas.fi

<http://www.kaapelitehdas.fi/>

<http://www.suvilahti.fi/>

Some recommendations from the OMC Report "Public Policies for Innovation and Entrepreneurship in CCS"

- Keep structures **flexible**;
- **Mix models** of profit/non-profit networks;
- Run projects through **creative hubs and similar** structures;
- **Avoid 'renovating too much'**, which will harm the flexible and innovative use of space;
- Let the cultural and creative sectors appropriate spaces **based on their needs**.

https://ec.europa.eu/culture/library_en

<https://publications.europa.eu/en/publication-detail/-/publication/5d33c8a7-2e56-11e8-b5fe-01aa75ed71a1/language-en/format-PDF/source-68820857>



Some recommendations from the OMC Report "Public Policies for Innovation and Entrepreneurship in CCS"

- Fully involve stakeholders and creators in the cultural and creative sectors for innovative place-bound development
- We call on politically run organisations, property owners and others to collaborate with entrepreneurs and companies that have cultural skills. **Creators should be seen as a strategic asset in developing common living environments, finding solutions to urban and rural challenges, designing public services, and more.**
- **Bringing cultural and creative sectors' related public services closer to citizens** should be examined at Member State and EU levels (*e.g. by looking at successful examples of creative hubs as delivery structures for public services, or having public service offices located in creative hubs*).
- We encourage a **community-led local approach in local policy-making**. F.ex; having the city-user as a point of departure for every city development. The relationship between cultural and creative sectors and cities can be strengthened if the user is the starting point

Peer-learning regional approaches



Successful investments in culture in European cities and regions: a catalogue of case studies



CULTURAL HERITAGE IN ACTION Sharing solutions in European cities and regions
#EuropeForCulture

Check our call for good practices!
NEW DEADLINE
27 April

Funded by the Erasmus+ European Programme of the European Union

☐ Culture for Cities and Regions (2015-2017)

👉 see the [catalogue](#) and [study visits' reports](#)

☐ Cultural Heritage in Action (2020-2021)

👉 read about it [here](#) (call soon!)

☐ Cultural and Creative Spaces and Cities (2018-2021)

👉 read about it [here](#)

☐ OECD-DG EAC joint policy project (2020-2021)

👉 maximising impact of culture on local level – read about it [here](#)

...and more...

OECD
European Creative Business Network

Webinar
Coronavirus (COVID-19) and cultural and creative sectors:
Impact, policy responses and opportunities to rebound after the crisis
17 April 2020 | 15.00-16.30 CEST

In partnership with European Commission, World Cities Culture Forum, Invest, Fondazione di Venezia, Unicommerce Veneto



EU cohesion policy and creative hubs: an example



CULTURE
for Cities and Regions



- Access to culture
- Cross-sectorial collaboration
- Public/private partnerships
- Skills & Education
- Territorial regeneration
- Social innovation

The Matadero creative hub is also an example for public-private partnership, partly financed by Feder, plus other funding)



CULTURE

for Cities and Regions



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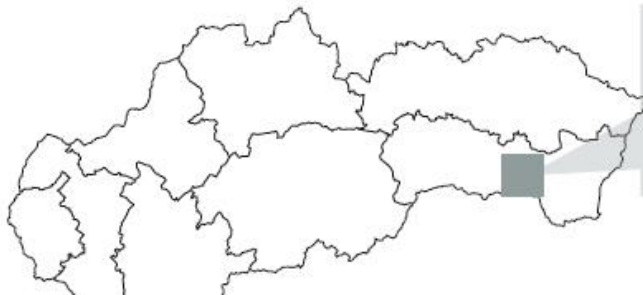


- Economic growth
- Attractiveness of territory
- Internationalisation
- Access to culture
- Public-private partnerships
- Education

Context

Košice is the second largest city of Slovakia in terms of population (240,000) and economic activity. Located in the eastern part of the country, it is at a crossroads between Hungary (20 km), Ukraine (80 km) and Poland (90 km).

Its economic activities have a strong industrial basis (U. S. Steel Košice), together with other sectors such as education and transport. With an



The European Year of Cultural Heritage 2018

Follow-up actions:

- European Framework for Action on Cultural Heritage
- Cultural Heritage Expert Group
- Skills (INCREAS and CHARTER projects)
- Quality principles for renovation, architecture OMC,..
- Safeguarding endangered heritage
- Strengthening Cultural Heritage Resilience for Climate Change OMC
- Complementary funding workshop
- EU Funding (different EU funding instruments)



OUR HERITAGE:
WHERE THE PAST MEETS THE FUTURE



OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE



REGIONAL FUNDS:

More than **70 EU regions** have chosen CCIIs as a priority of their **smart specialisation strategies** supported by regional funds,

recognising them as a **driver for regional growth and locally-rooted jobs.**



Florence Lisbon Prague ATHENS EUROPEAN CAPITALS OF CULTURE Pais Sant Guimarães Istanbul Lisboa



Competition starts at least 6 years in advance, cities need to:

- **ENGAGE** with their citizens and stakeholders
- **DEVELOP** an ambitious programme, integrated into development strategy
- **HAVE** all new cultural infrastructure **READY** for the start of the year

58 CITIES

From Athens in 1985 to Rijeka (HR) & Galway (IRL) in 2020

2019 **Plovdiv** (Bulgaria)
and **Matera** (Italy)

2020 **Galway** (Ireland)
and **Rijeka** (Croatia)

2021 **Timisoara** (Romania)
and **Elefsina** (Greece)
and **Novi Sad** (Serbia)

2022 **Esch** (Luxembourg)
and **Kaunas** (Lithuania)

NEW! Capacity building activities for future ECOCs

https://ec.europa.eu/programmes/creative-europe/content/capacity-building-activities-european-capitals-culture_en



Regional policy networks and actions



<https://ec.europa.eu/futurium/en/urban-agenda>



Urban Innovative Actions

URBACT Networks on Culture and Cultural Heritage

<https://urbact.eu/culture-heritage>



S + T + ARTS

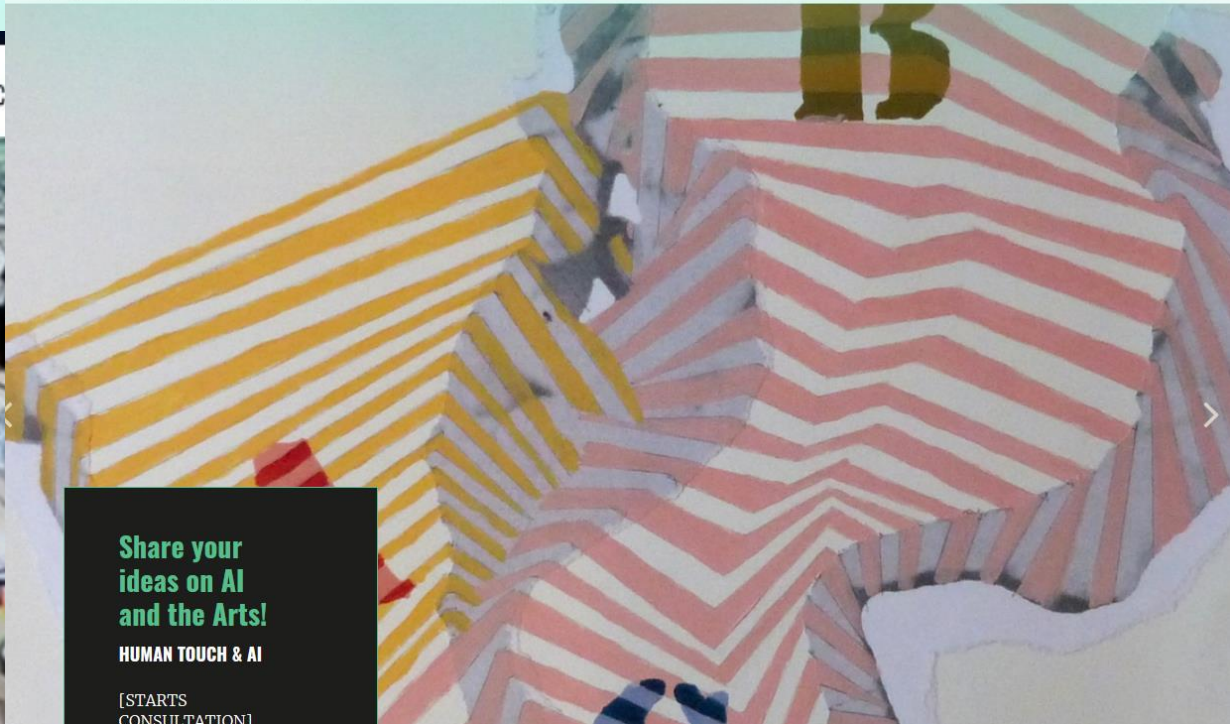
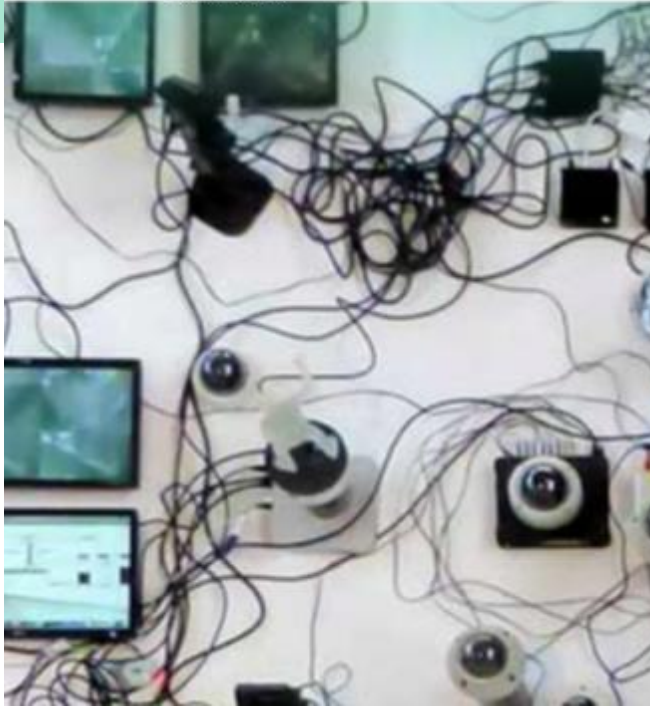
<https://www.starts.eu/>

S + T + ARTS

CALLS | EVENTS | NEWS | PRIZE | RESIDENCIES | LIGHTHOUSES



S + T + ARTS
RESIDENCIES



Share your
ideas on AI
and the Arts!

HUMAN TOUCH & AI

[STARTS
CONSULTATION]

The Cultural and Creative Sector Guarantee Facility

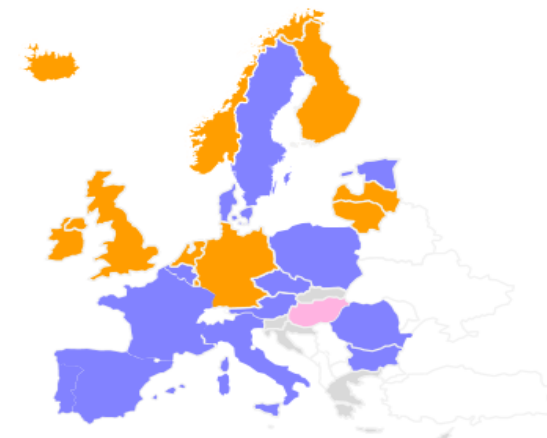
https://ec.europa.eu/programmes/creative-europe/cross-sector/guarantee-facility_en



Thanks to the **EUR 169m budget** already allocated, an expected guaranteed exposure* of **EUR 993m** is expected to support **up to c.EUR 1.8bn of CCS financing**

18 AGREEMENTS SIGNED IN 13 PARTICIPATING COUNTRIES

Intermediary	Start of Availability Period	Expected Guaranteed Exposure
CERSA	01/01/2017	EUR 126m
Libra Internet Bank	01/03/2017	EUR 7m
Bpifrance	01/05/2017	EUR 70m
IFCIC (2 agreements)**	25/07/2017	EUR 126m
PMV	19/12/2017	EUR 7m
Start SA	19/12/2017	EUR 11m
Komerční Banka	19/12/2017	EUR 18m
CDP	28/03/2018	EUR 196m
BGK	01/01/2019	EUR 69m
Vaekstfonden	01/11/2018	EUR 28m
CGD	15/11/2018	EUR 18m
Marginalen Bank	01/09/2019	EUR 13m
Millennium bcp	08/02/2020	EUR 140m
Finora Capital**	10/03/2020	EUR 4m
AWS	14/07/2020	EUR 14m
Raiffeisenbank	27/08/2020	EUR 7m
Credito Emiliano	02/10/2020	EUR 140m



- 13 countries where agreements have been signed
- 10 additional countries indirectly covered thanks to the counter-guarantee of IFCIC and to the guarantee of Finora Capital
- 1 additional country where an application to participate in the programme has been received

The slide is based on transaction status as at **31/10/2020** and inclusion data as at **30/06/2020**.

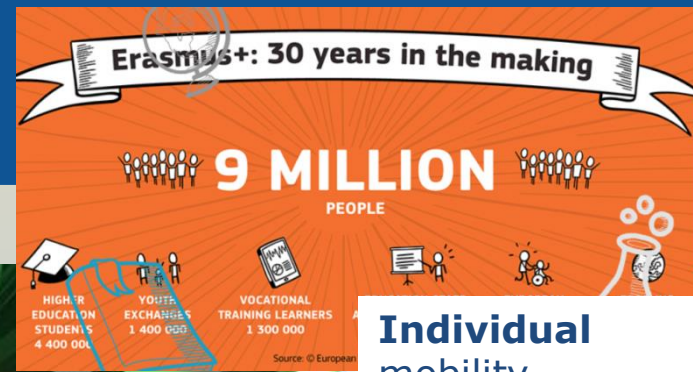
* As a result of the various applicable CCS (counter-)guarantee rates (i.e. 70% and 90%) following the introduction of COVID measures, the relevant contractual volume of CCS agreements is now based on maximum guarantee amounts: it is not longer possible to provide a reliable estimate of expected debt financing supported because of the unforeseeable final leverage of the various guarantee agreements.

** The counter-guarantee agreement with IFCIC supports film and TV productions of SMEs domiciled outside of France and SMEs domiciled in France provided that at least 80% of the co-production share derives from outside of France; the guarantee agreement with Finora Capital supports SMEs in Estonia and is expected to extend the support into Latvia, Lithuania and Finland during the availability period.

Will move to the EU-Invest programme with other SME-support measures



EP Pilot projects, FLIP 123, Makers' mobility etc.



Individual mobility
Strategic partnerships
Knowledge alliances
 Sector skills alliances
 EU **Voluntary** programme
 other



Funding opportunities



WORTH programme, **SME** support, other

Policy projects, Cross-sectoral strand, Network Call, other calls

New EU funding period – the budget



EU Long-term budget (MFF) for 2021-2027 of €1.074 trillion combined with the temporary recovery instrument, **NextGenerationEU**, of **€750 billion** (*centerpiece: the RRF - Recovery and Resilience Facility, Member States can propose measures for culture within the RRF*)

- **Horizon Europe: 80 bn€ (+4bn€)**
- **Erasmus: 23,4bn€ (+2,2bn€)**
- **Creative Europe EUR 2.2 bn€ (+0,6bn€)**
- **InvestEU: 3,8 bn € in total (+1bn)**

https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/mff_factsheet_agreement_en_12.11_v3.pdf



???

How to find funding ?

The EU Funding Portal

for all kinds of different EU funding programmes, just type in "culture", f.ex.... into this link:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

European Institute of Innovation and Technology (EIT)

KIC (Knowledge and Innovation Community) **for CCSIs**

https://ec.europa.eu/commission/presscorner/detail/en/IP_19_3849

call to be launched
by the end of
2021



The EU Recovery and Resilience Facility

Recovery and Resilience Fund (RRF), the biggest building block of the €750 billion Next Generation EU recovery package

The funding will be available for three years and EU governments can request up to 13% pre-financing for their recovery and resilience plans.



Budget

672.5 bn €



Target Group

Public Authorities and private sector across Europe



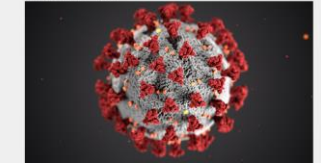
Objectives

support reforms and investments undertaken by Member States

How the EU responds to the coronavirus outbreak in support of the cultural and creative sectors

NEWS

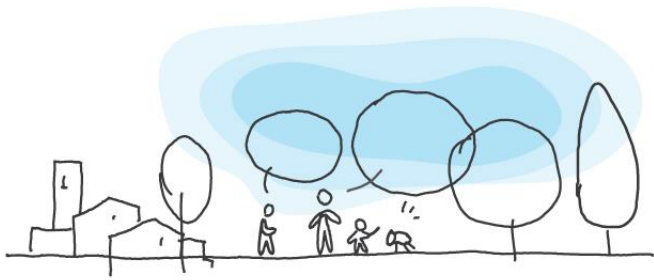
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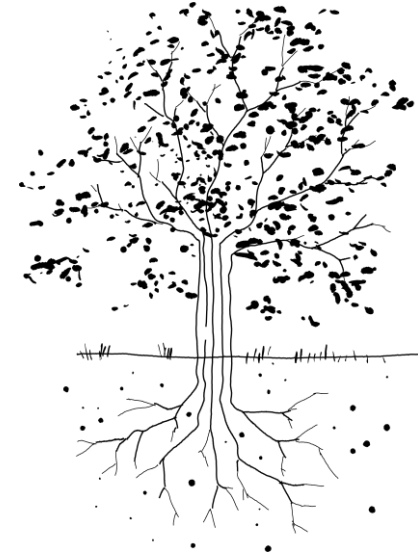
Over 109 **pan-European cultural networks and associations**, signed a letter to the EU and National Governments calling to dedicate at the very least 2% of the RRF budget to culture and creative sectors (20 October 2020).

The **European Parliament** in its Resolution on the “Cultural Recovery of Europe” (15 September 2020) pledged for making culture an integral part of recovery and resilience plans.



New European Bauhaus
beautiful | sustainable | together

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1

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views!

2

Host a
conversation!

3

Become a
partner!

Website: <https://europa.eu/new-european-bauhaus>

Instagram: @neweuropeanbauhaus

Pinterest: <https://www.pinterest.com/eucommission/new-european-bauhaus/>

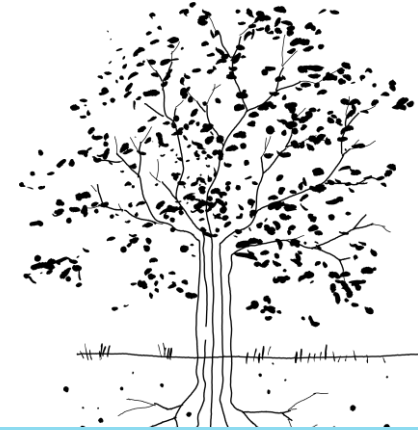
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NEW EUROPEAN BAUHAUS PRIZES 2021 – application deadline 31 May 2021

- Strand A: “**New European Bauhaus Awards**” will be devoted to existing completed examples and
- Strand B: “**New European Bauhaus Rising Stars**”  will be devoted to concepts or ideas submitted by young talents aged 30 or less.

Website: https://europa.eu/new-european-bauhaus/2021-prizes_en

Instagram: @neweuropeanbauhaus

Pinterest: <https://www.pinterest.com/eucommission/new-european-bauhaus/>

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Thank you!

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<https://ec.europa.eu/culture/sectors/cultural-and-creative-sectors>



@stachba