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PROPOSAL

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To:	Mr Jeppe TRANHOLM-MIKKELSEN, Secretary-General of the Council of the European Union
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Delegations will find attached document COM(2018) 366 annex.

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ANNEXES 1 to 2

ANNEXES

to the

**Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE
COUNCIL**

**establishing the Creative Europe programme (2021 to 2027) and repealing Regulation
(EU) No 1295/2013**

ANNEX I

Complementary information about the activities to be funded

1. CULTURE STRAND

The priorities of the CULTURE strand of the Programme referred to in Article 4 shall be pursued through the following actions:

Horizontal actions:

- (a) Cooperation projects;
- (b) European networks of cultural and creative organisations from different countries;
- (c) Cultural and creative pan-European platforms;
- (d) Mobility of artists and cultural and creative operators;
- (e) Support to cultural and creative organisations to operate at international level;
- (f) Policy development, cooperation and implementation in the field of culture, including through the provision of data and exchange of best practices or pilot projects.

Sectorial actions:

- (a) Support to the music sector: promoting diversity, creativity and innovation in the field of music, in particular the distribution of musical repertoire in Europe and beyond, training actions and audience development for European repertoire, as well as support for data gathering and analysis;
- (b) Support to the book and publishing sector: targeted actions promoting diversity, creativity and innovation, in particular the translation and promotion of European literature across borders in Europe and beyond, training and exchanges for sector professionals, authors and translators as well as transnational projects for collaboration, innovation and development in the sector;
- (c) Support to architecture and cultural heritage sectors: targeted actions for the mobility of operators, capacity-building, audience development and internationalization of the cultural heritage and architecture sectors, promotion of Baukultur, support to the safeguarding, conservation and enhancement of cultural heritage and its values through awareness-raising, networking and peer-to-peer learning activities;
- (d) Support to other sectors: targeted actions in favour of the development of the creative aspects of the design and fashion sectors and cultural tourism as well as to their promotion and representation outside the European Union.

Special actions aiming at rendering visible and tangible European cultural diversity and heritage and nurturing intercultural dialogue:

- (a) European Capitals of Culture ensuring financial support to Decision No 445/2014/EU of the European Parliament and of the Council¹;
- (b) European Heritage Label ensuring financial support to Decision No 1194/2011/EU of the European Parliament and of the Council²;
- (c) EU cultural prizes;
- (d) European Heritage Days;
- (e) Support to such European cultural institutions that aim at delivering direct cultural service to European citizens with a large geographical coverage.

2. MEDIA STRAND

The priorities of the MEDIA strand of the Programme referred to in Article 5 shall take into account the differences across countries regarding audiovisual content production, distribution, and access, as well as the size and specificities of the respective markets and shall be pursued through, inter alia:

- (a) Development of audiovisual works;
- (b) Production of innovative TV content and serial storytelling;
- (c) Advertising and marketing tools, including on line and through the use of data analytics, to increase the prominence, visibility, cross-border access, and audience reach of European works;
- (d) Support to international sales and circulation of non-national European works on all platforms, including through coordinated distribution strategies covering several countries;
- (e) Support to business to business exchanges and networking activities to facilitate European and international co-productions;
- (f) Promote European works in industry events and fairs in Europe and beyond;
- (g) Initiatives promoting audience development and film education addressing in particular young audiences;
- (h) Training and mentoring activities to enhance the capacity of audiovisual operators to adapt to new market developments and digital technologies;

¹ Decision No 445/2014/EU of the European Parliament and of the Council of 16 April 2014 establishing a Union action for the European Capitals of Culture for the years 2020 to 2033 and repealing Decision No 1622/2006/EC (OJ L 132, 3.5.2014, p. 1).

² Decision No 1194/2011/EU of the European Parliament and of the Council of 16 November 2011 establishing a European Union action for the European Heritage Label (OJ L 303, 22.11.2011, p. 1).

- (i) A European Video on Demand (VOD) operators' network, screening a significant proportion of non-national European works;
- (j) European festivals' network(s) screening a significant proportion of non-national European works;
- (k) A European cinema operators' network, screening a significant proportion of non-national European films;
- (l) Specific measures to contribute to a more balanced gender participation in the audiovisual sector;
- (m) Support policy dialogue, innovative policy actions and exchange of best practices – including through analytical activities and the provision of reliable data;
- (n) Transnational exchange of experiences and know-how, peer learning activities and networking among the audiovisual sector and policy makers.

3. CROSS SECTORAL STRAND

The priorities of the CROSS SECTORAL strand of the Programme referred to in Article 6 shall be pursued through, in particular:

Policy Cooperation and outreach:

- (a) Policy development, transnational exchange of experiences and know-how, peer learning activities and networking among cultural and creative organisations and policy makers, of a cross-sectoral nature;
- (b) Analytical cross-sectoral activities;
- (c) Support actions that aim at fostering trans-border policy cooperation and policy development on the role of social inclusion through culture;
- (d) Enhance knowledge of the programme and the topics it covers, foster citizen outreach, and help the transferability of results beyond Member State level.

The Creative Innovation Lab:

- (a) Encourage new forms of creation at the cross roads between different cultural and creative sectors, for instance through the use of innovative technologies;
- (b) Foster innovative cross sectoral approaches and tools to facilitate access, distribution, promotion and monetisation of culture and creativity, including cultural heritage.

Programme Desks:

- (a) Promote the programme at national level and provide information on the various types of financial support available under union policy;

- (b) Stimulate cross border cooperation between professionals, institutions, platforms and networks within and across the policy areas and sectors covered by the programme;
- (c) Support the Commission in ensuring a proper communication and dissemination of the results of the programme to the citizens.

Cross cutting activities supporting the news media sector:

- (a) Addressing the structural changes faced by the media sector by promoting and monitoring a diverse and pluralistic media environment;
- (b) Supporting high media production standards by fostering cooperation, cross-border collaborative journalism, and quality content;
- (c) Promoting media literacy to allow citizens to develop a critical understanding of the media.

ANNEX II

Indicators

CULTURE STRAND:

Number and scale of transnational partnerships created with the support of the Programme
Number of artists & cultural &/or creative players (geographically) mobile beyond national borders due to Programme support, by country of origin
Number of people accessing European cultural and creative works generated by the Programme, including works from countries other than their own
The number of projects supported by the Programme addressed to disadvantaged groups, namely unemployed youth and migrants
The number of projects supported by the Programme involving third countries organisations

MEDIA STRAND:

The number of people accessing European audiovisual works from countries other than their own and supported by the Programme
Number of participants in learning activities supported by the Programme who assess they have improved their competences and increased their employability
Number and budget of co-productions developed and created with the support of the Programme
Number of people reached by Business to Business promotional activities in major markets

CROSS-SECTORAL STRAND:

Number and scale of transnational partnerships formed (composite indicator for creative innovation labs and news media actions)
Number of events promoting the Programme organised by the programme desks