



## EUROCITIES statement on the Creative Europe proposal

75% of Europe's population lives in cities. Cities are ideal places for culture and creativity to flourish as they provide the diverse, concentrated mix that's needed of creative minds, tailored services, infrastructure, audiences and cultural consumers. Culture represents a vital aspect of urban life. Local authorities in Europe have placed culture at the heart of their local development plans and have sound policies and strategies to invest in culture and, more widely, in the cultural and creative sector.

As key players in cultural provision, with a great deal of experience of the Culture Programme, cities should remain central to the new Creative Europe programme.

- We engage directly and indirectly with the Culture programme (e.g. through applications by independent or semi-independent institutions such as theatres, museums).
- We provide co-financing, assistance or physical space for the implementation of projects.
- We consider EU support in this field as an essential tool to support artists and cultural workers working beyond borders.

### DEFINITIONS, EUROPEAN ADDED VALUE AND OBJECTIVES OF CREATIVE EUROPE

#### Article 2 - Definitions

- A clarification of terminology is needed to make clear which operators are eligible.

In the Commission proposal, the term 'Cultural and creative sector' (CCS) is used, whereas in the impact assessment the terms 'Cultural and creative sectors' and 'Cultural and creative industries' are used interchangeably.

#### Article 3 - European added value

- The intrinsic value of culture should be recognised in addition to its contribution to the achievement of the Europe 2020 strategy.

Cultural and creative activities promote the European values of free expression, tolerance, democracy and solidarity as well as tools to support inter-cultural dialogue and the emergence of European citizenship.

## Article 4 - Objectives of Creative Europe

- We endorse the realignment of the objectives with Europe 2020 goals and support the proposed general and specific objectives.

## THE CROSS-SECTORAL FUND

### Article 7 - Financial facility

We welcome the financial facility as a means to unlock the potential of the cultural and creative sector. However, clarification is needed on:

- Who the beneficiaries will be. It is not clear if the facility is open to SMEs only or also to non profit cultural organisations.
- The percentage of the loan that will be guaranteed and whether there is a minimum size for projects to be eligible.
- Whether it will be possible to combine this facility with the structural funds.

### Article 8 - Transnational policy cooperation

We welcome the transnational policy cooperation strand and support the proposed measures, especially the exchange of experience and data collection for evidence-based policy making. This is useful to evaluate the impact of culture on local and regional development.

On contact points:

- Tailor-made advice should be provided to potential applicants, as well as information on co-funding possibilities for cultural projects outside Creative Europe.

Applicants to the current Culture and Media programmes have different profiles and need different expertise. The support given to applicants when developing applications should be maintained as many, including cities, depend on this support.

- Member States should be able to decide what structure is best suited to their situation and needs.

There may be advantages in merging the current national Culture contact points and Media desks (e.g. in terms of lower administration costs) but it is not clear how the expected synergies will happen.

## THE CULTURE STRAND

### Article 9 - Priorities

- We support the proposed activities. Actions to provide operators with skills and to support the mobility of artists and cultural professionals are of particular importance.
- We believe that the arts and culture sector should remain the core target of the culture strand.
- A new priority should be added: culture as a means to promote inclusion and

community cohesion.

We recognise that 'audience building' encompasses 'access to culture' but believe stronger emphasis is needed. Culture is vital to fostering social inclusion, territorial and social integration. Encouraging access to culture for all, especially for young people, should be a key objective of the Culture Strand. Culture contributes to the wellbeing and entitlement of citizens, social cohesion and inclusion. In cities, special efforts are being made to decentralise cultural policies and resources to deprived areas. Furthermore we believe that links between culture, young people and education should be underlined.

### Article 10 - Support measures

Support measures should focus on the development of opportunities for experimentation, innovation and risk taking, as well as assist organisations willing to take such risks.

## PERFORMANCE RESULTS AND DISSEMINATION

### Article 13 - Synergies with other EU initiatives

- Complementarity should be ensured between Creative Europe and other EU programmes.

Of particular importance are the structural funds, the programme for competitiveness of enterprises and SMEs, Horizon 2020 and Erasmus for all. This is also valid for initiatives such as the European Creative Industries Alliance, in which cities play a leading role.

### Article 14 - Monitoring and evaluation of Creative Europe

- Quality management indicators are needed to assess aspects such as social outreach and inclusion of co-funded projects, as the success of projects is not only measured by quantitative indicators.
- Indicators should not only consider those individuals that are audience members, but also those actively involved in supported projects.
- It would also be useful to explore the outcomes and long-term impact of projects.

### Article 15 - Communication and dissemination

- Project results should be better publicised by the European Commission to increase the prestige and the political legitimacy of the programme.

This would encourage exchange of experiences between stakeholders and help applicants to better appraise whether their project idea is sustainable and innovative.

### Article 16 - Access to the programme

- We welcome the proposal to open up to European neighbourhood countries
- The mention of cooperation with selected countries or regions on the basis of additional appropriations is interesting but remains vague and should be clarified.

# IMPLEMENTING CREATIVE EUROPE

## Budget

- The Culture and Media strands of the programme should receive the same percentage share of the budget.
- The overall funding available for cultural operators under the Culture strand should be safeguarded.
- Additional initiatives, such as the European Heritage Label, should not impact on the funds available for these cultural operators.
- The European added value of a project is not strictly related to the financial input and it is important that Creative Europe is accessible for small projects and small organisations. This could include lowering minimum thresholds of co-financing.
- We welcome the possibility to consider as eligible costs those costs incurred by the beneficiary before the submission of the financing application, as proposed in article 19 point 5.

## Towards a simplified programme

We welcome any attempt to streamline the application process and to make it easier and more efficient to develop and deliver initiatives through Creative Europe. Independent artists, artist networks and small and micro businesses from the CCS do not have the capacity to fill in complex application forms. We therefore propose:

- that lump-sum or flat-rate funding should be more widely used
- a reduction in the amount of information and level of detail requested in the application and in the financial reporting
- that the European Commission consider whether two-step applications could be used in some cases
- more detailed feedback should be given to unsuccessful applicants. The information provided currently is not precise enough and does not allow the applicant to clearly identify the weaknesses of their project proposal
- accelerated selection, information and payments procedures
- that staff time of civil servants be an eligible cost to ensure full participation of local and regional authorities
- that non-recoverable VAT should be fully reimbursable to every partner to ensure equal treatment across member states