



2018/0190(COD)

26.10.2018

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DRAFT REPORT

on 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
(COM(2018)0366 – C8-0237/2018 – 2018/0190(COD))

Committee on Culture and Education

Rapporteur: Silvia Costa

Symbols for procedures

- * Consultation procedure
- *** Consent procedure
- ***I Ordinary legislative procedure (first reading)
- ***II Ordinary legislative procedure (second reading)
- ***III Ordinary legislative procedure (third reading)

(The type of procedure depends on the legal basis proposed by the draft act.)

Amendments to a draft act

Amendments by Parliament set out in two columns

Deletions are indicated in ***bold italics*** in the left-hand column. Replacements are indicated in ***bold italics*** in both columns. New text is indicated in ***bold italics*** in the right-hand column.

The first and second lines of the header of each amendment identify the relevant part of the draft act under consideration. If an amendment pertains to an existing act that the draft act is seeking to amend, the amendment heading includes a third line identifying the existing act and a fourth line identifying the provision in that act that Parliament wishes to amend.

Amendments by Parliament in the form of a consolidated text

New text is highlighted in ***bold italics***. Deletions are indicated using either the **■** symbol or ~~strikeout~~. Replacements are indicated by highlighting the new text in ***bold italics*** and by deleting or striking out the text that has been replaced.

By way of exception, purely technical changes made by the drafting departments in preparing the final text are not highlighted.

CONTENTS

	Page
DRAFT EUROPEAN PARLIAMENT LEGISLATIVE RESOLUTION.....	5
EXPLANATORY STATEMENT.....	55

DRAFT EUROPEAN PARLIAMENT LEGISLATIVE RESOLUTION

on 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 (COM(2018)0366 – C8-0237/2018 – 2018/0190(COD))

(Ordinary legislative procedure: first reading)

The European Parliament,

- having regard to the Commission proposal to Parliament and the Council (COM(2018)0366),
 - having regard to Article 294(2) and Articles 167(5) and 173(3) of the Treaty on the Functioning of the European Union, pursuant to which the Commission submitted the proposal to Parliament (C8-0237/2018),
 - having regard to Article 294(3) of the Treaty on the Functioning of the European Union,
 - having regard to Rule 59 of its Rules of Procedure,
 - having regard to the report of the Committee on Culture and Education and the opinions of the Committee on Budgets and the Committee on Legal Affairs (A8-0000/2018),
1. Adopts its position at first reading hereinafter set out;
 2. Calls on the Commission to refer the matter to Parliament again if it replaces, substantially amends or intends to substantially amend its proposal;
 3. Instructs its President to forward its position to the Council, the Commission and the national parliaments.

Amendment 1

Proposal for a regulation

Recital 2

Text proposed by the Commission

(2) According to Article 2 of the Treaty on European Union (TEU), the Union is founded on the values of respect for human dignity, freedom democracy, equality, the rule of law and the respect for human rights, including the rights of the persons belonging to minorities. These values are common to the Member States in a society where pluralism, non-discrimination,

Amendment

(2) According to Article 2 of the Treaty on European Union (TEU), the Union is founded on the values of respect for human dignity, freedom democracy, equality, the rule of law and the respect for human rights, including the rights of the persons belonging to minorities. These values are common to the Member States in a society where pluralism, non-discrimination,

tolerance, justice, solidarity and equality between women and men prevail. These values are further reaffirmed and articulated in the rights, freedoms and principles enshrined in the Charter of Fundamental Rights of the European Union, which has the same legal value as the Treaties, as referred to in Article 6 of the TEU.

tolerance, justice, solidarity and equality between women and men prevail. These values are further reaffirmed and articulated in the rights, freedoms and principles enshrined in the Charter of Fundamental Rights of the European Union, which has the same legal value as the Treaties, as referred to in Article 6 of the TEU. ***In particular, Article 11 of that Charter enshrines the freedom of expression and information and Article 13 enshrines the freedom of the arts and science.***

Or. en

Amendment 2

Proposal for a regulation

Recital 4

Text proposed by the Commission

(4) The Commission Communication on a New European Agenda for Culture¹⁵ further sets out the objectives of the Union for the cultural and creative sectors. It aims to harness the power of culture and cultural diversity for social cohesion and societal well-being, fostering the cross-border dimension of cultural and creative sectors, supporting their capacity to grow, encouraging culture-based creativity in education and innovation, and for jobs and growth as well as strengthening international cultural relations. Creative Europe, together with other Union programmes, should support the implementation of this New European Agenda for Culture. This is also in line with the 2005 UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions, which entered into force on 18 March 2007 and to which the Union is a party.

Amendment

(4) The Commission Communication on a New European Agenda for Culture¹⁵ further sets out the objectives of the Union for the cultural and creative sectors. It aims to harness the power of culture and cultural diversity for social cohesion and societal well-being, fostering the cross-border dimension of cultural and creative sectors, supporting their capacity to grow, encouraging culture-based creativity in education and innovation, and for jobs and growth as well as strengthening international cultural relations. Creative Europe, together with other Union programmes, should support the implementation of this New European Agenda for Culture, ***taking into account the fact that the intrinsic value of culture should always be preserved and promoted.*** This is also in line with the 2005 UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions, which entered into force on 18 March 2007 and to which the Union is a

party.

¹⁵ COM(2018) 267 final.

¹⁵ COM(2018) 267 final.

Or. en

Amendment 3

Proposal for a regulation Recital 4 a (new)

Text proposed by the Commission

Amendment

(4 a) The safeguard and enhancement of Europe's cultural heritage are among the objectives of this Programme. This has also been recognised as being inherent in the right to the knowledge and participation in cultural life enshrined in the Council of Europe Framework Convention on Cultural Heritage for Society (Faro Convention), which entered into force on 1 June 2011. That Convention underlines the role of cultural heritage in the construction of a peaceful and democratic society, and in the processes of sustainable development and the promotion of cultural diversity.

Or. en

Amendment 4

Proposal for a regulation Recital 5

Text proposed by the Commission

Amendment

(5) The promotion of European cultural diversity ***depends on*** the existence of flourishing and resilient cultural and creative sectors, able to create, produce and distribute their works to a large and diverse European audience. This thereby enlarges

(5) The promotion of European cultural diversity ***and common roots is based on the freedom of artistic expression, the capability and competences of artists and cultural operators,*** the existence of flourishing and resilient cultural and

their business potential and contributes to sustainable growth and jobs creation. In addition, promotion of creativity contributes to boosting competitiveness and sparking innovation in the industrial value chains. In spite of recent progress, the European cultural and creative market continues to be fragmented along national and linguistic lines, which do not allow the cultural and creative sectors to fully benefit from the European single market and the digital single market in particular.

creative sectors, able to create, produce and distribute their works to a large and diverse European audience. This thereby enlarges their business potential and contributes to sustainable growth and jobs creation. In addition, promotion of creativity contributes to boosting competitiveness and sparking innovation in the industrial value chains. In spite of recent progress, the European cultural and creative market continues to be fragmented along national and linguistic lines, which do not allow the cultural and creative sectors to fully benefit from the European single market and the digital single market in particular.

Or. en

Amendment 5

Proposal for a regulation Recital 5 a (new)

Text proposed by the Commission

Amendment

(5 a) The digital shift represents a paradigm change and is one of the biggest challenges for cultural and creative sectors. Digital innovation has changed habits, relations and production and consumption models at both a personal and social level and it should boost cultural and creative expression and the cultural and creative narrative, respecting the specific value of the sectors within digital environment.

Or. en

Amendment 6

Proposal for a regulation Recital 6

Text proposed by the Commission

(6) The Programme should take into account the dual nature of the cultural and creative sectors, recognising, on the one hand, the intrinsic and artistic value of culture and, on the other, the economic value of those sectors, including their broader contribution to growth and competitiveness, creativity and innovation. This requires strong European cultural and creative sectors, in particular a vibrant European audiovisual industry, taking into account its capacity to reach large audiences and its economic importance, including for other creative sectors as well as cultural tourism. However, competition in global audiovisual markets has been further intensified by the deepening digital disruption e.g. changes in media production, consumption and the growing position of global platforms in the distribution of content. Therefore, there is a need to step-up the support to the European industry.

Amendment

(6) The Programme should take into account the dual nature of the cultural and creative sectors, recognising, on the one hand, the intrinsic and artistic value of culture and, on the other, the economic value of those sectors, including their broader contribution to growth and competitiveness, creativity and innovation. This requires strong European cultural and creative sectors, in particular a vibrant European audiovisual industry, taking into account its capacity to reach large audiences and its economic importance, including for other creative sectors as well as cultural tourism ***and local and territorial development***. However, competition in global audiovisual markets has been further intensified by the deepening digital disruption e.g. changes in media production, consumption and the growing position of global platforms in the distribution of content. Therefore, there is a need to step-up the support to the European industry.

Or. en

Amendment 7

Proposal for a regulation

Recital 8

Text proposed by the Commission

(8) The cross-sectoral strand aims at exploiting the potential of collaboration among different cultural and creative sectors. There are benefits in terms of knowledge-transfer and administrative efficiencies to be gained from a joint transversal approach.

Amendment

(8) The cross-sectoral strand aims ***at addressing the common challenges and*** at exploiting the potential of collaboration among different cultural and creative sectors. There are benefits in terms of knowledge-transfer and administrative efficiencies to be gained from a joint transversal approach.

Or. en

Amendment 8

Proposal for a regulation

Recital 9

Text proposed by the Commission

(9) Union intervention is needed in the audiovisual sector to accompany the Union's Digital Single Market policies. This concerns notably the modernisation of the copyright framework and the proposed Regulation on online transmissions of broadcasting organisations¹⁶, as well as the proposal to amend Directive 2010/13/EU of the European Parliament and of the Council¹⁷. They seek to strengthen the capacity of European audiovisual players to finance, produce and disseminate works that can be sufficiently visible on the different media of communication available (e.g. TV, cinema or Video On Demand) and attractive to audiences in a more open and competitive market within Europe and beyond. Support should be scaled up in order to address recent market developments and notably the stronger position of global platforms of distribution in comparison to national broadcasters traditionally investing in the production of European works.

¹⁶ COM(2016) 594 final

¹⁷ COM/2016/0287 final

Amendment

(9) Union intervention is needed in the audiovisual sector to accompany the Union's Digital Single Market policies. This concerns notably the modernisation of the copyright framework and the proposed Regulation on online transmissions of broadcasting organisations¹⁶, as well as the proposal to amend Directive 2010/13/EU of the European Parliament and of the Council¹⁷. They seek to strengthen the capacity of European audiovisual players to *create*, finance, produce and disseminate works that can be sufficiently visible on the different media of communication available (e.g. TV, cinema or Video On Demand) and attractive to audiences in a more open and competitive market within Europe and beyond. Support should be scaled up in order to address recent market developments and notably the stronger position of global platforms of distribution in comparison to national broadcasters traditionally investing in the production of European works.

¹⁶ COM(2016) 594 final

¹⁷ COM/2016/0287 final

Or. en

Amendment 9

Proposal for a regulation

Recital 10

Text proposed by the Commission

(10) The special actions under Creative Europe such as the European Heritage Label, the European Heritage Days, the European prizes in the areas of contemporary, rock and pop music, literature, heritage and architecture and the European Capitals of Culture have directly reached millions of European citizens, have demonstrated the social and economic benefits of European cultural policies, and should therefore be continued and whenever possible expanded.

Amendment

(10) The special actions under Creative Europe such as the European Heritage Label, the European Heritage Days, the European prizes in the areas of contemporary, rock and pop music, literature, heritage and architecture and the European Capitals of Culture have directly reached millions of European citizens, have demonstrated the social and economic benefits of European cultural policies, and should therefore be continued and whenever possible expanded, ***in particular by including among the European prizes, a European Theatre Prize, taking stock of the experience of the Europe Theatre Prize, created in 1986 by the Commission and financed under previous programmes.***

Or. en

Amendment 10

**Proposal for a regulation
Recital 10 a (new)**

Text proposed by the Commission

Amendment

(10 a) All levels of actors in the cultural and creative sectors should be actively involved in the achievement of the Programme objectives and its further development. As the experience of the formal engagement of stakeholders in the participatory governance model of the European Year of Cultural Heritage, established by Decision (EU) 2017/864 of the European Parliament and of the Council^{1a}, proved to be efficient in mainstreaming culture, it is advisable to apply this model to the Programme as well. This participatory governance model should include a transversal approach with a view to creating synergies between

the various Union programmes and initiatives in the field of culture and creativity.

^{1a} Decision (EU) 2017/864 of the European Parliament and of the Council of 17 May 2017 on a European Year of Cultural Heritage (2018) (OJ L 131, 20.5.2017, p. 1).

Or. en

Amendment 11

Proposal for a regulation Recital 12

Text proposed by the Commission

(12) Artistic freedom *is* at the core of vibrant cultural and creative industries, including the news media sector. The programme should promote cross-overs and collaboration between the audiovisual sector and the publishing sector to promote a pluralistic media environment.

Amendment

(12) Artistic freedom, ***freedom of expression and pluralism are*** at the core of vibrant cultural and creative industries, including the news media sector. The programme should promote cross-overs and collaboration between the audiovisual sector and the publishing sector to promote a pluralistic media environment, ***to provide professional support for journalists and to enhance the development of critical thinking among citizens through media literacy.***

Or. en

Amendment 12

Proposal for a regulation Recital 12 a (new)

Text proposed by the Commission

Amendment

(12 a) The mobility of artists and cultural operators is often hampered by the lack of a legal status, difficulties in obtaining

visas and the duration of permits, the risk of double taxation and the precarious and unstable social security conditions.

Or. en

Amendment 13

Proposal for a regulation

Recital 15

Text proposed by the Commission

(15) In line with the Commission Communication "Towards an integrated approach to cultural heritage for Europe" of 22 July 2014¹⁹, relevant policies and instruments should draw out the long term and sustainability value of Europe's cultural heritage and develop a more integrated approach to its preservation and valorisation and support.

¹⁹ COM/2014/0477 final

Amendment

(15) In line with the Commission Communication "Towards an integrated approach to cultural heritage for Europe" of 22 July 2014¹⁹, relevant policies and instruments should draw out the long term and sustainability value of Europe's cultural heritage and develop a more integrated approach to its preservation and valorisation and support *also by supporting a high quality and coordinated sharing of professional knowledge and the development of common high quality standards for the sector.*

¹⁹ COM/2014/0477 final

Or. en

Amendment 14

Proposal for a regulation

Recital 15 a (new)

Text proposed by the Commission

Amendment

(15 a) The Programme should contribute to the engagement and involvement of citizens and civil society organisations in culture and society, to the promotion of cultural education and to making cultural knowledge and heritage publicly

accessible. The Programme should also nurture the quality and innovation in creation and conservation also through synergies among culture, arts, science, research and technology.

Or. en

Amendment 15

Proposal for a regulation Recital 22

Text proposed by the Commission

(22) Since its creation, the European Film Academy has developed a **unique** expertise and is in a unique position to create a pan-European community of film creators and professionals, promoting and disseminating European films beyond their national borders and developing truly European audiences. Therefore, it should be eligible for direct Union support.

Amendment

(22) Since its creation, the European Film Academy has developed a **special** expertise and is in a unique position to create a pan-European community of film creators and professionals, promoting and disseminating European films beyond their national borders and developing truly European audiences. Therefore, it should be eligible for direct Union support **on the basis of specific missions and objectives to be defined by the Commission and assessed regularly.**

Or. en

Amendment 16

Proposal for a regulation Recital 23

Text proposed by the Commission

(23) Since its creation, the European Union Youth Orchestra has developed a unique expertise in promoting intercultural dialogue, mutual respect and understanding through culture. The particularity of the European Union Youth Orchestra lies in the fact that it is a European orchestra that transcends cultural boundaries and is

Amendment

(23) Since its creation, the European Union Youth Orchestra has developed a unique expertise in promoting **rich European musical heritage, access to music and** intercultural dialogue, mutual respect and understanding through culture. **Its contribution has been recognised by Member States and by Union institutions,**

composed of young musicians selected in accordance with demanding artistic criteria through a rigorous annual audition process in all Member States. Therefore, it should be eligible for direct Union support.

including by successive Presidents of the Commission and of the European Parliament. The particularity of the European Union Youth Orchestra lies in the fact that it is a European orchestra that transcends cultural boundaries and is composed of young musicians selected in accordance with demanding artistic criteria through a rigorous annual audition process in all Member States. Therefore, it should be eligible for direct Union support *on the basis of specific missions and objectives to be defined by the Commission and assessed regularly.*

Or. en

Amendment 17

Proposal for a regulation

Recital 27

Text proposed by the Commission

(27) One of the greatest challenges *of the cultural and creative* sectors is their access to finance *allowing their activities* to grow maintain or *increase* their competitiveness *or internationalise their activities*. The policy objectives of this Programme should also be addressed through financial instruments and budgetary guarantee under the policy window(s) of the Invest EU Fund.

Amendment

(27) *The cultural and creative sectors are the most resilient and growing sectors of the European economy, which generate economic and cultural value from intellectual property and individual creativity. However, the intangible nature of their assets limits their access to private financing.* One of the greatest challenges *for the* sectors is *to increase* their access to finance, *which is essential* to grow, maintain or *scale-up* their competitiveness *at the international level*. The policy objectives of this Programme should also be addressed through financial instruments and budgetary guarantee under the policy window(s) of the Invest EU Fund *in line with the practices developed in the framework of the Cultural and Creative Sectors Guarantee Facility set up by Regulation (EU) No 1295/2013.*

Or. en

Amendment 18

Proposal for a regulation

Recital 28

Text proposed by the Commission

(28) Taking into account the technical expertise required to assess proposals under specific actions of the Programme it should be provided that, where relevant, evaluation committees may be composed of external experts.

Amendment

(28) ***High cultural quality, impact, and quality and efficiency in implementation should be the key evaluation criteria of the selection system.*** Taking into account the technical expertise required to assess proposals under specific actions of the Programme it should be provided that, where relevant, evaluation committees may be composed of external experts ***with relevant management and artistic backgrounds. Where relevant, the need to ensure the overall coherence of the portfolio of projects should be taken into account.***

Or. en

Amendment 19

Proposal for a regulation

Recital 29

Text proposed by the Commission

(29) The Programme should include a realistic and manageable system of performance indicators to accompany its actions and monitor its performance on a continuous basis. This monitoring as well as information and communication actions relating to the Programme and its actions should build on the three strands of the programme.

Amendment

(29) The Programme should include a realistic and manageable system of ***quantitative and qualitative*** performance indicators to accompany its actions and monitor its performance on a continuous basis. This monitoring as well as information and communication actions relating to the Programme and its actions should build on the three strands of the programme. ***The strands should have a common set of qualitative indicators and dedicated sets of quantitative indicators. All such sets should be assessed in accordance with this Regulation. The***

European Observatory for Culture and Creative Sectors and the European Audiovisual Observatory should be consulted as regards the implementation of the qualitative and quantitative indicators.

Or. en

Amendment 20

Proposal for a regulation Recital 29 a (new)

Text proposed by the Commission

Amendment

(29 a) Considering the complexity of measuring the impact of cultural policies and defining qualitative and quantitative indicators, the Commission should entrust that mission to an independent European Observatory for Culture and Creative Sectors, based on existing structures within the Commission, such as the Joint Research Centre, acting in network with European centres of excellence in this field in collaboration with the Council of Europe, the Organisation for Economic Co-operation and Development (OECD) and Unesco.

Or. en

Amendment 21

Proposal for a regulation Recital 33 a (new)

Text proposed by the Commission

Amendment

(33 a) In order to optimise synergies between Union Funds and directly managed instruments, the provision of support for operations that have already received a Seal of Excellence certification

should be facilitated.

Or. en

Amendment 22

Proposal for a regulation Recital 35

Text proposed by the Commission

(38) *In order to ensure uniform conditions for the implementation of this Regulation, implementing powers should be conferred on the Commission to adopt the work programmes. Those powers should be exercised in accordance with Regulation (EU) No 182/2011 of the European Parliament and of the Council*¹. It is necessary to ensure the correct closure of the predecessor programme, in particular as regards the continuation of multi-annual arrangements for its management, such as the financing of technical and administrative assistance. As from [1 January 2021], the technical and administrative assistance should ensure, if necessary, the management of actions that have not yet been finalised under the predecessor programme by [31 December 2020].

Amendment

(38) It is necessary to ensure the correct closure of the predecessor programme, in particular as regards the continuation of multi-annual arrangements for its management, such as the financing of technical and administrative assistance. As from [1 January 2021], the technical and administrative assistance should ensure, if necessary, the management of actions that have not yet been finalised under the predecessor programme by [31 December 2020].

¹ ***Regulation (EU) No 182/2011 of the European Parliament and of the Council of 16 February 2011 laying down the rules and general principles concerning mechanisms for control by the Member States of the Commission's exercise of implementing powers (OJ L 55, 28.2.2011, p. 13).***

Or. en

Amendment 23

Proposal for a regulation

Article 2 – paragraph 1 – point 2

Text proposed by the Commission

(2) 'cultural and creative sectors' means all sectors whose activities are based on cultural values or artistic and other individual or collective creative expressions. The activities may include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. They will have a potential to generate innovation and jobs in particular from intellectual property. The sectors include architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, **design (including fashion design), festivals, music, literature, performing arts, books and publishing, radio, and visual arts;**

Amendment

(2) 'cultural and creative sectors' means all sectors whose activities are based on cultural values or artistic and other individual or collective creative expressions, ***whether those activities are market or non-market oriented.*** The activities may include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. They will have a potential to generate innovation and jobs in particular from intellectual property. The sectors include architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, music, literature, performing arts, books and publishing, radio, visual arts, ***festivals, and design, including fashion design;***

Or. en

Amendment 24

Proposal for a regulation

Article 3 – paragraph 1 – point -a a (new)

Text proposed by the Commission

Amendment

(-aa) to contribute to the recognition of the intrinsic value of culture, to safeguard and promote the quality of European culture and creativity as a distinctive dimension of personal development, education, social cohesion, freedom of expression and of the arts, strengthening

the sense of belonging and citizenship;

Or. en

Amendment 25

Proposal for a regulation

Article 3 – paragraph 1 – point a

Text proposed by the Commission

(a) to promote European cooperation on cultural and linguistic diversity and heritage;

Amendment

(a) to promote European cooperation on cultural and linguistic diversity and ***shared tangible and intangible European*** heritage;

Or. en

Amendment 26

Proposal for a regulation

Article 3 – paragraph 1 – point b

Text proposed by the Commission

(b) to increase the competitiveness of the cultural and creative sectors, in particular the audiovisual sector.

Amendment

(b) to increase the ***economic value, employability and*** competitiveness of the cultural and creative sectors, in particular the audiovisual sector.

Or. en

Amendment 27

Proposal for a regulation

Article 3 – paragraph 2 – point a

Text proposed by the Commission

(a) enhancing the economic, social and external dimension of European level cooperation to develop and promote

Amendment

(a) enhancing the economic, social and external dimension of European level cooperation to develop and promote

European cultural diversity and Europe's cultural heritage and strengthening the competitiveness of the European cultural and creative sectors and reinforcing international cultural relations;

European cultural diversity and Europe's cultural heritage and strengthening the competitiveness of the European cultural and creative sectors and reinforcing international cultural relations, ***the visibility of which shall be reinforced by using the name “Creative Europe Mundus”***;

In implementing the priorities set out in points (f) and (g) of the first paragraph of Article 4, point (c) of the first paragraph of Article 5 and point (a) of the first paragraph of Article 6, the Commission shall use the name “Creative Europe Mundus”.

Or. en

Amendment 28

Proposal for a regulation

Article 3 – paragraph 2 – point a a (new)

Text proposed by the Commission

Amendment

(aa) promoting the cultural and creative sectors, including the audiovisual sector, supporting artists, operators, craftspeople, and audience engagement with a particular focus on gender equality and underrepresented groups.

Or. en

Amendment 29

Proposal for a regulation

Article 3 – paragraph 2 – point b

Text proposed by the Commission

Amendment

(b) promoting the competitiveness and scalability of the European audiovisual industry;

(b) promoting ***the quality***, the competitiveness and scalability of the European audiovisual industry ***and strengthening the financial capacity of***

SMEs and organisations in the cultural and creative sectors in a sustainable way with a balanced sectoral and geographical approach;

Or. en

Amendment 30

Proposal for a regulation Article 3 – paragraph 2 – point c

Text proposed by the Commission

(c) promoting policy cooperation and innovative actions supporting all strands of the programme, including the promotion of a diverse and pluralistic media environment, media literacy and social inclusion.

Amendment

(c) promoting policy cooperation and innovative actions, ***including new business and management models***, supporting all strands of the programme, including the promotion of a diverse and pluralistic media environment, media literacy and social inclusion ***and resilience***.

Or. en

Amendment 31

Proposal for a regulation Article 3 – paragraph 2 – point c a (new)

Text proposed by the Commission

Amendment

(ca) providing the cultural and creative sectors with an adequate set of qualitative and quantitative indicators in order to develop a coherent system of evaluation and impact assessment.

Or. en

Amendment 32

Proposal for a regulation Article 3 – paragraph 3

Text proposed by the Commission

Amendment

(3) *The Programme shall cover the following strands:*

deleted

(a) *"CULTURE" covers cultural and creative sectors with the exception of the audiovisual sector;*

(b) *"MEDIA" covers the audiovisual sector;*

(c) *"CROSS SECTORAL strand" covers activities across all cultural and creative sectors.*

Or. en

Amendment 33

Proposal for a regulation Article 3 a (new)

Text proposed by the Commission

Amendment

Article 3 a

European added value

Recognising the intrinsic and economic value of culture, the Programme shall support actions and activities with a European added value in the cultural and creative sectors through one or more of the following:

(a) the transnational character of actions and activities which complement regional, national, international and other Union programmes and policies, and the impact of such actions and activities on citizens' access to culture and active engagement, education, social inclusion and intercultural dialogue;

(b) the development and promotion of transnational and international cooperation between cultural and creative players, including artists, audiovisual professionals, cultural and creative

organisations and SMEs and audiovisual operators, focused on stimulating more comprehensive, rapid, effective and long-term responses to global challenges, in particular to the digital shift;

(c) the economies of scale and critical mass which Union support fosters, creating a leverage effect for additional funds;

(d) ensuring a more level playing field in the Union cultural and creative sectors by taking account of low production capacity countries or countries or regions with a restricted geographical or linguistic area;

(e) promoting a narrative on European common roots and diversity.

Or. en

Justification

It is crucial to ensure that actions funded under the programme deliver a clear European added value and to make clear that this should be a key aim of the program and a criterium for funding eligibility.

Amendment 34

Proposal for a regulation Article 3 b (new)

Text proposed by the Commission

Amendment

Article 3b

Programme Strands

The Programme shall cover the following strands:

(a) "CULTURE" covers the cultural and creative sectors, with the exception of the audiovisual sector; audiovisual subjects may be eligible to be partners of cultural and creative projects when they contribute in an ancillary role;

(b) "MEDIA" covers the audiovisual sector;

(c) "CROSS SECTORAL" covers activities across all cultural and creative sectors.

Or. en

Justification

Audiovisual subjects may be eligible as partners of the cultural and creative projects when contributing with an ancillary role.

Amendment 35

Proposal for a regulation

Article 4 – paragraph 1 – point -a (new)

Text proposed by the Commission

Amendment

(-a) to nurture talents, competences and skills and to stimulate collaboration and innovation through the whole chain of cultural and creative sectors, including heritage;

Or. en

Amendment 36

Proposal for a regulation

Article 4 – paragraph 1 – point a

Text proposed by the Commission

Amendment

(a) to strengthen the cross-border dimension and circulation of European cultural and creative operators and works;

(a) to strengthen the cross-border dimension and circulation of European cultural and creative operators and works, *including through residency programmes, touring, events, exhibitions and festivals;*

Or. en

Amendment 37

Proposal for a regulation

Article 4 – paragraph 1 – point b

Text proposed by the Commission

(b) to increase cultural participation across Europe;

Amendment

(b) to increase cultural *access*, participation *and audience engagement* across Europe;

Or. en

Amendment 38

Proposal for a regulation

Article 4 – paragraph 1 – point c a (new)

Text proposed by the Commission

Amendment

(c a) to promote artistic expression and creation;

Or. en

Amendment 39

Proposal for a regulation

Article 4 – paragraph 1 – point d

Text proposed by the Commission

(d) to enhance the capacity of European cultural and creative *sectors* to prosper and to generate jobs and growth;

Amendment

(d) to enhance the capacity of European cultural and creative *operators* to prosper and to generate *skills*, jobs and growth;

Or. en

Amendment 40

Proposal for a regulation

Article 4 – paragraph 1 – point e

Text proposed by the Commission

(e) to strengthen European identity and values through cultural awareness, arts education and culture-based creativity in education;

Amendment

(e) to strengthen European identity and values through cultural awareness, **heritage and** arts education and culture-based creativity in education;

Or. en

Amendment 41

Proposal for a regulation

Article 5 – paragraph 1 – point a

Text proposed by the Commission

(a) to nurture talents **and** skills and to stimulate collaboration, and innovation in the creation and production of European audiovisual works;

Amendment

(a) to nurture talents, **competences,** skills and **the use of digital technologies in order** to stimulate collaboration and innovation in the creation and production of European audiovisual works;

Or. en

Amendment 42

Proposal for a regulation

Article 5 – paragraph 1 – point b

Text proposed by the Commission

(b) to enhance **theatrical and** online distribution **and provide wider access across borders to** European audiovisual works, **including through innovative business models and the use of new technologies;**

Amendment

(b) to enhance **the transnational and international circulation,** online **and offline** distribution, **and theatrical distribution of** European audiovisual works **in the new digital environment;**

Or. en

Amendment 43

Proposal for a regulation

Article 5 – paragraph 1 – point b a (new)

Text proposed by the Commission

Amendment

(b a) to provide wider access to Union audiovisual works for international audiences, in particular through promotion, events, film literacy and festivals;

Or. en

Amendment 44

Proposal for a regulation

Article 5 – paragraph 1 – point b b (new)

Text proposed by the Commission

Amendment

(b b) to support innovative business models and the use of new technologies;

Or. en

Amendment 45

Proposal for a regulation

Article 5 – paragraph 1 – point b c (new)

Text proposed by the Commission

Amendment

(b c) to enhance audiovisual heritage facilitating access to, and supporting the digitisation and promotion of, audiovisual archives and libraries as sources of memory, education, re-use and new business;

Or. en

Amendment 46

Proposal for a regulation

Article 5 – paragraph 1 – point c

Text proposed by the Commission

(c) to promote European audiovisual works and support audience **development** across Europe and beyond.

Amendment

(c) to promote European audiovisual works and support audience **engagement for proactive and legal use of and sharing user-generated content of audiovisual works** across Europe and beyond.

Or. en

Amendment 47

Proposal for a regulation

Article 6 – paragraph 1 – point b

Text proposed by the Commission

(b) to promote innovative approaches to content creation, access, distribution and promotion across cultural and creative sectors;

Amendment

(b) to promote innovative approaches to content creation **and artistic research**, access, distribution and promotion across cultural and creative sectors;

Or. en

Amendment 48

Proposal for a regulation

Article 6 – paragraph 1 – point c

Text proposed by the Commission

(c) to promote cross cutting activities covering several sectors aiming at adjusting to the structural changes faced by the media sector, including enhancing a free, diverse, and pluralistic media environment, **quality** journalism and media literacy;

Amendment

(c) to promote cross cutting activities covering several sectors aiming at adjusting to the structural changes faced by the media sector, including enhancing a free, diverse, and pluralistic media environment, **professional ethics in** journalism, **critical thinking** and media literacy;

Amendment 49

Proposal for a regulation

Article 6 – paragraph 1 – point d

Text proposed by the Commission

(d) to set up and support programme desks to promote, the Programme in their country and to stimulate cross-border cooperation within the cultural and creative sectors.

Amendment

(d) to set up and support **active involvement of** programme desks to promote the Programme in their country, **including through network activities on the ground**, and to stimulate cross-border cooperation within the cultural and creative sectors.

Or. en

Amendment 50

Proposal for a regulation

Article 7 – paragraph 1 – subparagraph 1

Text proposed by the Commission

The financial envelope for the implementation of the Programme for the period 2021 – 2027 shall be EUR **1 850 000 000 in current** prices.

Amendment

The financial envelope for the implementation of the Programme for the period 2021 – 2027 shall be EUR **2 806 000 000 in constant** prices.

Or. en

Justification

Numbers subject to the adoption of the MFF interim. The Parliament has repeatedly asked for doubling the budget to broaden and deepen access, to improve projects' success rates. The doubling should be a real terms doubling, hence the reference to constant prices.

Amendment 51

Proposal for a regulation

Article 7 – paragraph 1 – subparagraph 2 – indent 1

Text proposed by the Commission

- **up to EUR 609 000 000** for the objective referred to in Article 3 (2)(a) (strand CULTURE);

Amendment

- **not less than 33 %** for the objective referred to in Article 3 (2)(a) (strand CULTURE) **with at least 70 % for cooperation projects**;

Or. en

Justification

Numbers subject to the adoption of the MFF. The transnational cooperation projects are the core of the programme and are extremely underfunded. Therefore there should be a specific support earmarked for them.

Amendment 52

Proposal for a regulation

Article 7 – paragraph 1 – subparagraph 2 – indent 2

Text proposed by the Commission

- **up to EUR 1 081 000 000** for the objective referred to in Article 3(2)(b) (strand MEDIA);

Amendment

- **not less than 58 %** for the objective referred to in Article 3(2)(b) (strand MEDIA);

Or. en

Justification

numbers subject to the adoption of the MFF .

Amendment 53

Proposal for a regulation

Article 7 – paragraph 1 – subparagraph 2 – indent 3

Text proposed by the Commission

- up to **EUR 160 000 000** for the activities referred to in Article 3(2)(c) (CROSS SECTORAL strand).

Amendment

- up to **9 %** for the activities referred to in Article 3(2)(c) (CROSS SECTORAL strand) **with at least EUR 42 million being allocated to Creative Europe Desks**.

Or. en

Justification

numbers subject to the adoption of the MFF.

Amendment 54

Proposal for a regulation

Article 8 – paragraph 2

Text proposed by the Commission

2. The participation to the MEDIA and CROSS SECTORAL strands by the countries referred to in points (a), **(b) and (c)** of paragraph 1 shall be subject to fulfilment of the conditions set out in Directive 2010/13/EU.

Amendment

2. The participation to the MEDIA and CROSS SECTORAL strands by the countries referred to in points (a) **to (d)** of paragraph 1 shall be subject to fulfilment of the conditions set out in Directive 2010/13/EU.

Or. en

Amendment 55

Proposal for a regulation

Article 8 – paragraph 3 a (new)

Text proposed by the Commission

Amendment

3 a. Agreements with the third countries associated to the Programme under this Regulation shall be facilitated through procedures that are faster than those under Regulation (EU) No 1295/2013 and agreements with new countries shall be proactively promoted.

Or. en

Justification

It is crucial to ensure the participation of those countries from the very beginning of the programme in order to guarantee its international dimension.

Amendment 56

Proposal for a regulation

Article 9 – paragraph 1

Text proposed by the Commission

1. Access to the Programme shall be open to international organisations active in the areas covered by the Programme in accordance with the Financial Regulation.

Amendment

1. Access to the Programme shall be open to international organisations active in the areas covered by the Programme, ***such as Unesco, the Council of Europe, the World Intellectual Property Organisation, the OECD on the basis of joint contributions for the achievement of the Programme objectives and*** in accordance with the Financial Regulation.

Or. en

Amendment 57

Proposal for a regulation

Article 9 a (new)

Text proposed by the Commission

Amendment

Article 9 a

European Observatory for Culture and Creative Sectors

The Commission shall establish an independent European Observatory for Culture and Creative Sectors, using its own existing structures, such as the Joint Research Centre. The Observatory shall act in network with European centres of excellence in this field and in collaboration with the Council of Europe, the OECD and Unesco and shall contribute to the achievement of the objectives of the CULTURE strand and to the definition of qualitative and quantitative indicators and to measuring the impact of cultural policies. The Observatory shall be supported through the CROSS SECTORAL strand.

Amendment 58**Proposal for a regulation
Article 10 – paragraph 3***Text proposed by the Commission*

3. Blending operations under this Programme shall be implemented in accordance with *the [InvestEU regulation]* and Title X of the Financial Regulation.

Amendment

3. Blending operations under this Programme shall be implemented in accordance with Title X of the Financial Regulation *and the procedures laid down in [InvestEU Regulation]. When implementing those procedures, the Commission shall build on and take account of the implementation practices developed in the framework of the Cultural and Creative Sectors Guarantee Facility set up by Regulation (EU) No 1295/2013.*

Or. en

Amendment 59**Proposal for a regulation
Article 12 – paragraph 1***Text proposed by the Commission*

1. The Programme shall be implemented by work programmes referred to in Article 110 of the Financial Regulation. Work programmes shall set out, where applicable, the overall amount reserved for blending operations.

Amendment

1. The Programme shall be implemented by *annual* work programmes referred to in Article 110 of the Financial Regulation. Work programmes shall set out, where applicable, the overall amount reserved for blending operations. *The general and specific objectives and corresponding policy priorities and actions of the Programme, as well as the allocated budget per action, shall be specified in detail in the annual work programme. The annual work programme shall also contain an indicative implementation timetable.*

Amendment 60

Proposal for a regulation Article 12 – paragraph 2

Text proposed by the Commission

2. The work *programme* shall be adopted by the Commission by means of *an implementing act*.

Amendment

2. The *Commission shall adopt delegated acts in accordance with Article 19 supplementing this Regulation by establishing annual work programmes*.

Or. en

Justification

To make clear that the annual work programme is important in establishing actual budgetary priorities.

Amendment 61

Proposal for a regulation Article 13 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

1a. The financial contribution from the programme shall be a maximum of 80 % of the costs of the operations supported. In specific cases duly justified, that percentage may be higher. The calls for proposal should award small-scale projects with a higher co-financing rate than large-scale projects.

Or. en

Amendment 62

Proposal for a regulation Article 13 – paragraph 1 b (new)

Text proposed by the Commission

Amendment

1b. The grants shall be awarded taking into account the following features of the projects concerned:

(a) high cultural quality;

(b) impact;

(c) quality and efficiency in their implementation.

Or. en

Amendment 63

Proposal for a regulation Article 13 – paragraph 2

Text proposed by the Commission

Amendment

2. The evaluation committee may be composed of external experts.

2. The evaluation committee may be composed of external experts. ***It shall meet in the physical presence of its members or remotely.***

In light of the heterogeneity of the cultural and creative sectors and the attention to be paid to new creations, the evaluation committee shall include an expert in the specific field of the evaluated projects. It shall also include an expert from the applicant country, without voting rights.

Or. en

Amendment 64

Proposal for a regulation Article 14 – paragraph 5 – introductory part

Text proposed by the Commission

Amendment

5. The following entities may be

5. The following entities may be awarded grants without a call for proposal,

awarded grants without a call for proposal:

on the basis of specific missions and objectives to be defined by the Commission and assessed regularly:

Or. en

Amendment 65

Proposal for a regulation Article 14 – paragraph 5 – point a

Text proposed by the Commission

Amendment

(a) The European Film Academy;

(a) The European Film Academy *for activities that contribute to the promotion of European cinematographic production, in particular the Lux Film Prize;*

Or. en

Justification

It is necessary to further define the mission of bodies receiving a direct grant.

Amendment 66

Proposal for a regulation Article 14 – paragraph 5 – point b

Text proposed by the Commission

Amendment

(b) The European Union Youth Orchestra.

(b) The European Union Youth Orchestra *for the activities that contribute to the mobility of musicians, the circulation of European works across borders and to the internationalisation of the careers of young musicians.*

Or. en

Amendment 67

Proposal for a regulation Article 15 – paragraph 1

Text proposed by the Commission

The Commission, in cooperation with the Member States, shall ensure the overall consistency and complementarity of the Programme with the relevant policies and programmes, in particular those relating to gender balance, education, youth and solidarity, employment and social inclusion, research and innovation, industry and enterprise, agriculture and rural development, environment and climate action, cohesion, regional and urban policy, State aid and international cooperation and development.

Amendment

The Commission, in cooperation with the Member States, shall ensure the overall consistency and complementarity of the Programme with the relevant policies and programmes, in particular those relating to gender balance, education, youth and solidarity, employment and social inclusion, research and innovation, industry and enterprise, agriculture and rural development, environment and climate action, cohesion, regional and urban policy, ***including sustainable tourism***, State aid and international cooperation and development.

The Commission shall ensure that, when the procedures laid down in [InvestEU Programme] are applied for the purposes of the Programme, they take into account the practices developed in the framework of the Cultural and Creative Sectors Guarantee Facility set up by Regulation (EU) No 1295/2013.

Or. en

Amendment 68

Proposal for a regulation

Article 16 – paragraph 2 a (new)

Text proposed by the Commission

Amendment

2a. The Seal of Excellence, as a crucial part of synergies between European programmes, shall be recognised through other programmes, such as the European Regional Development Fund (ERDF). For operations awarded a Seal of Excellence certification, the managing authority, as defined in the Common Provisions Regulation XXX, may decide to grant support from the ERDF directly, provided that such operations are consistent with

the objectives of the Programme;

Or. en

Justification

It is important to achieve direct synergies with other EU funded programmes, in particular ERDF.

Amendment 69

**Proposal for a regulation
Article 16 a (new)**

Text proposed by the Commission

Amendment

Article 16 a

***Cultural and Creative Sectors Guarantee
Facility under InvestEU***

1. Financial support through the new InvestEU Programme shall build from the objectives and the criteria of the Cultural and Creative Sectors Guarantee Facility taking into account the specificity of the sector.

2. The InvestEU Programme shall provide:

(a) SMEs and micro, small and medium-sized organisations in the cultural and creative sectors with access to finance;

(b) guarantees to participating financial intermediaries from any country participating in the Guarantee Facility;

(c) participating financial intermediaries with additional expertise to evaluate risks associated with SMEs and micro, small and medium-sized organisations and with cultural and creative projects;

(d) the volume of debt financing made available to SMEs and micro, small and medium-sized organisations;

(e) SMEs and micro, small and medium-sized organisations across regions and sectors with the ability to build a

diversified loan portfolio and to propose a marketing and promotion plan;

(f) the following types of loans: investment in tangible and intangible assets with the exclusion of personal collateral; business transfer; working capital, such as interim finance, gap finance, cash flow and credit lines.

Or. en

Justification

It is necessary to introduce reference to Cultural and creative Sectors Guarantee Facility in order to safeguard its principles and achievements.

Amendment 70

Proposal for a regulation Article 17 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

1 a. The strands shall have a common set of qualitative indicators. Each strand shall have a dedicated set of quantitative indicators. The European Observatory for Culture and Creative Sectors and the European Audiovisual Observatory shall be consulted as regards the implementation of the qualitative and quantitative indicators.

Or. en

Amendment 71

Proposal for a regulation Article 17 – paragraph 2

Text proposed by the Commission

Amendment

2. To ensure effective assessment of progress of the programme towards the achievement of its objectives, the

2. To ensure effective assessment of progress of the programme towards the achievement of its objectives, the

Commission is empowered to adopt delegated acts in accordance with Article 19 to develop the provisions for a monitoring and evaluation framework, including amendments to Annex II in order to review or supplement the indicators *where necessary for monitoring and evaluation*.

Commission is empowered to adopt delegated acts in accordance with Article 19 to develop the provisions for a monitoring and evaluation framework, including amendments to Annex II in order to review or supplement the indicators. ***The Commission shall adopt a delegated act on indicators by 31 December 2022.***

Or. en

Justification

To ensure the Parliament has the necessary information about and understanding of the efficiency of the indicators.

Amendment 72

Proposal for a regulation Article 18 – paragraph 2

Text proposed by the Commission

2. The *interim evaluation* of the Programme shall be performed ***once there is sufficient information available about the implementation of the Programme, but no later than four years after the start of the programme implementation.***

Amendment

2. The *mid-term review* of the Programme shall be performed ***not later than 30 June 2024.***

The Commission shall submit the mid-term evaluation report to the European Parliament and to the Council by 31 December 2024.

The Commission shall submit, where necessary and on the basis of the mid-term review, a legislative proposal to revise this Regulation.

Or. en

Justification

To provide for a proper and timely mid term review.

Amendment 73

Proposal for a regulation

Article 20 – paragraph 1

Text proposed by the Commission

1. The recipients of Union funding shall acknowledge the origin and ensure the visibility of the Union funding (in particular when promoting the actions and their results) by providing coherent, effective and proportionate targeted information to multiple audiences, including the media and the public.

Amendment

1. The recipients of Union funding shall acknowledge the origin and ensure the visibility of the Union funding (in particular when promoting the actions and their results) by providing coherent, effective and proportionate targeted information to multiple audiences, including the media and the public ***using the name of the Programme and, where relevant, the logo of MEDIA. The Commission shall elaborate a logo for the CULTURE strand.***

Or. en

Amendment 74

Proposal for a regulation

Article 20 – paragraph 2

Text proposed by the Commission

2. The Commission shall implement information and communication actions relating to the Programme, and its actions and results supported through its strands. ***Financial resources allocated to the Programme shall also contribute to the corporate communication of the political priorities of the Union, as far as they are related to the objectives referred to in Article 3.***

Amendment

2. The Commission shall implement information and communication actions relating to the Programme, and its actions and results supported through its strands.

Or. en

Amendment 75

Proposal for a regulation

Annex I – point 1 – paragraph 1 – introductory part

Text proposed by the Commission

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

Amendment

The priorities of the CULTURE strand of the Programme referred to in Article 4 shall be pursued through the following actions, ***which shall support, in particular, not-for-profit projects:***

Or. en

Amendment 76

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 1 – point a

Text proposed by the Commission

(a) Cooperation projects;

Amendment

(a) ***Transnational*** cooperation projects ***with a distinction between micro, small and large scale projects with special support to micro and small-sized cultural organisations to undertake sectoral and cross-sectoral activities;***

Or. en

Amendment 77

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 1 – point c

Text proposed by the Commission

(c) ***Cultural and creative*** pan-European platforms;

Amendment

(c) Pan-European platforms ***covering cultural and creative sectors as identified under Article 2, including heritage, for the development, and the promotion of circulation, of artistic works and the promotion of emerging talents and innovative approaches with a systemic and large scale effect, aiming at self -***

sustainability;

Or. en

Amendment 78

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 1 – point d

Text proposed by the Commission

(d) Mobility of artists and cultural and creative operators;

Amendment

(d) Mobility of artists and cultural and creative operators *aiming at supporting operators in their cross-border activity;*

Or. en

Amendment 79

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 1 – point e

Text proposed by the Commission

(e) Support to cultural and creative organisations to operate at international level;

Amendment

(e) Support to cultural and creative *operators and* organisations to operate at international level;

Or. en

Amendment 80

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 2 – point a

Text proposed by the Commission

(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

Amendment

(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;

European repertoire, as well as support for data gathering and analysis *in the framework of the European Observatory for Culture and Creative Sectors*;

Or. en

Amendment 81

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 2 – point c

Text proposed by the Commission

(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;

Amendment

(c) Support to *the* cultural heritage *sector including architecture*: targeted actions for *establishing standards as open, accessible and permanent hubs for their communities, providing research, regenerating life spaces, supporting* the mobility of operators, capacity-building *and entrepreneurship, supporting sharing of the professional knowledge for artisans and craftsmen and the* development of *common high quality standards for the sector, audience engagement* and internationalization of the cultural heritage support to the safeguarding, conservation and enhancement of cultural heritage and its values *at European and international level* through awareness-raising, networking, peer-to-peer learning activities *and mentoring*;

Or. en

Amendment 82

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 3 – introductory part

Text proposed by the Commission

Special actions aiming at rendering visible and tangible European cultural diversity

Amendment

Special actions aiming at rendering visible and tangible European *identity and its*

and heritage and nurturing intercultural dialogue:

cultural diversity and heritage and nurturing intercultural dialogue:

Or. en

Amendment 83

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 3 – point c

Text proposed by the Commission

Amendment

(c) EU cultural prizes;

(c) EU cultural prizes *including the European Theatre Prize*;

Or. en

Amendment 84

Proposal for a regulation

Annex I – point 1 – paragraph 1 – subparagraph 3 – point d a (new)

Text proposed by the Commission

Amendment

(d a) actions aiming at interdisciplinary productions relating to Europe and its values;

Or. en

Amendment 85

Proposal for a regulation

Annex I – point 2 – paragraph 1 – introductory part

Text proposed by the Commission

Amendment

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

The priorities of the MEDIA strand of the Programme referred to in Article 5 shall take into account *the requirements of Audiovisual Media Services Directive* and the differences across countries regarding audiovisual content production,

respective markets and shall be pursued through, inter alia:

distribution, and access, as well as the size and specificities of the respective markets and shall be pursued through, inter alia:

Or. en

Amendment 86

Proposal for a regulation Annex I – point 2 – paragraph 1 – point a

Text proposed by the Commission

(a) Development of audiovisual works;

Amendment

(a) Development of audiovisual works, ***in particular films and television works such as fiction, documentaries and children's films and animated films as well as interactive works such as quality and narrative video games and multimedia with enhanced, cross-border circulation potential by Union independent production companies;***

Or. en

Amendment 87

Proposal for a regulation Annex I – point 2 – paragraph 1 – point c

Text proposed by the Commission

(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;

Amendment

(c) ***Promotion***, 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;

Or. en

Amendment 88

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point d

Text proposed by the Commission

(d) Support to international sales and circulation of non-national European works on all platforms, including through coordinated distribution strategies covering several countries;

Amendment

(d) Support to international sales and circulation of non-national European works ***with measures tailored both for small and large-sized productions*** on all platforms, including through coordinated distribution strategies covering several countries ***and subtitling, dubbing and audiodescription***;

Or. en

Amendment 89

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point g

Text proposed by the Commission

(g) Initiatives promoting audience development and film education addressing in particular young audiences;

Amendment

(g) Initiatives promoting audience development ***and engagement*** and film education addressing in particular young audiences;

Or. en

Amendment 90

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point h

Text proposed by the Commission

(h) Training and mentoring activities to enhance the capacity of audiovisual operators to adapt to new market developments and digital technologies;

Amendment

(h) Training and mentoring activities to enhance the capacity of audiovisual operators, ***including artisans and craftspeople***, to adapt to new market developments and digital technologies;

Or. en

Amendment 91

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point i

Text proposed by the Commission

(i) A European Video on Demand (VOD) operators' network, screening a significant proportion of non-national European works;

Amendment

(i) A European Video on Demand (VOD) ***online platform aiming at supporting one or more VOD professional*** operators' network, screening a significant proportion of non-national European works;

Or. en

Amendment 92

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point j

Text proposed by the Commission

(j) European ***festivals' network(s)*** screening a significant proportion of non-national European works;

Amendment

(j) European ***festivals, in particular when acting in networks*** screening ***and promoting a variety of European audiovisual works, with*** a significant proportion of non-national European works;

Or. en

Amendment 93

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point k

Text proposed by the Commission

(k) A European cinema operators' network, screening a significant proportion of non-national European films;

Amendment

(k) A European cinema operators' network, screening a significant proportion of non-national European films, ***making cinema theatres the primary destination for movies in the value chain and***

highlighting public screenings as a social experience;

Or. en

Amendment 94

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point 1

Text proposed by the Commission

(l) Specific measures to contribute to a more balanced gender participation in the audiovisual sector;

Amendment

(l) Specific measures, *including mentoring and networking activities*, to contribute to a more balanced gender participation in the audiovisual sector;

Or. en

Amendment 95

Proposal for a regulation

Annex I – point 2 – paragraph 1 – point n a (new)

Text proposed by the Commission

Amendment

(na) Support to the circulation of, and multilingual access to, cultural television content online and offline, including through subtitling, to promote the richness and diversity of European cultural heritage, contemporary creations and languages.

Or. en

Amendment 96

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 1 – point a

Text proposed by the Commission

Amendment

(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;

(a) Policy development, transnational exchange of experiences and know-how, peer learning activities, ***awareness raising*** and networking among cultural and creative organisations and policy makers of a cross-sectoral nature ***also through a permanent structural dialogue with stakeholders, and with an annual Forum of Culture and Creative Sectors for strengthening dialogue and orientation of sectors' policies, taking stock of the results and the governance of the European Year of Cultural Heritage;***

Or. en

Amendment 97

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 2 – point a

Text proposed by the Commission

Amendment

(a) Encourage new forms of creation at the cross roads between different cultural and creative sectors, for instance through the use of innovative technologies;

(a) Encourage new forms of creation at the cross roads between different cultural and creative sectors, for instance through the use of innovative technologies ***and digital residencies within cultural organisations;***

Or. en

Amendment 98

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 3 – point a

Text proposed by the Commission

Amendment

(a) Promote the programme at national level and provide information on the various types of financial support available

(a) Promote the programme at national level and provide information on the various types of financial support available

under union policy;

under union policy *and on the evaluation criteria, procedure and results*;

Or. en

Amendment 99

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 3 – point c

Text proposed by the Commission

Amendment

(c) Support the Commission in ensuring a proper communication and dissemination of the results of the programme to the citizens.

(c) Support the Commission in ensuring a *bottom-up and top-down* proper communication and dissemination of the results of the programme to the citizens *and to the operators*.

Or. en

Amendment 100

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 4 – point a

Text proposed by the Commission

Amendment

(a) Addressing the structural changes faced by the media sector by promoting and monitoring *a diverse and pluralistic media environment*;

(a) Addressing the structural changes faced by the media sector by promoting and *supporting an independent* monitoring *for assessing risks to media pluralism and freedom*;

Or. en

Amendment 101

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 4 – point b

Text proposed by the Commission

Amendment

(b) Supporting high media production

(b) Supporting high media production

standards by fostering cooperation, cross-border collaborative journalism, and quality content;

standards by fostering cooperation, *digital skills*, cross-border collaborative journalism, and quality content *and sustainable media economic models to ensure professional ethics in journalism*;

Or. en

Amendment 102

Proposal for a regulation

Annex I – point 3 – paragraph 1 – subparagraph 4 – point c

Text proposed by the Commission

(c) Promoting media literacy to allow citizens to develop a critical understanding of the media.

Amendment

(c) Promoting media literacy to allow citizens to develop a critical understanding of the media, *through the creation of a Union platform to share media literacy practices and policies among all the Member States*.

Or. en

Amendment 103

Proposal for a regulation

Annex II – section 1 a (new)

Text proposed by the Commission

Amendment

GUIDELINES FOR COMMON QUALITATIVE IMPACT INDICATORS OF THE PROGRAMME

1. High quality European cultural, creative, audiovisual production in its diversity, with focus on innovation, research and education to heritage and art.

2. Benefits for citizens and communities: attendance, participative practice, social innovation, inclusion and resilience, increase in creative and critical thinking, wellbeing.

3. Benefits for the Union economy, growth and jobs, in particular Cultural and Creative Sectors and SMEs, including spill over and cross over, at local, regional, national and international levels.

4. Mainstreaming in the Union policies, including the cultural international relationship and with the international organizations.

5. Labour conditions, status, mobility, competencies of the Cultural and Creative Sectors operators.

6. Specificity of European added value of projects.

7. Quality of partnerships.

8. Impact on the empowerment of operators.

Or. en

EXPLANATORY STATEMENT

Introduction – Rapporteur assessment of the Commission proposal

Creative Europe is the only EU direct programme for the cultural, creative and audiovisual sectors and has reinforced its role in this respect - in continuity with previous programmes, and especially with the practice of exchanges and dialogue in the artists' and cultural institutions professionals of the Member States. Creative Europe 2021-2027 kept the name and the autonomy of the programme, its main structure, objectives and philosophy. The Rapporteur acknowledges its maturity and continuity with the previous programme but also welcomes some novelties, such as dedicated actions for mobility of artists, heritage and architecture, music sector, pluralistic media. However, she underlines that integrating new priorities entails increasing the financial envelope.

The Rapporteur welcomes the integration of several suggestions from the Parliament Implementation Report on the Creative Europe Programme, adopted in 2017 but regrets that the proposal do not define actions more precisely. In general, the Rapporteur finds the proposal not sufficiently detailed or precise. This leaves a too large room for interpretation and application in the hands of the CE, in terms that the Rapporteur considers not acceptable for the Parliament as co-legislator, but this also creates uncertainty to beneficiaries. Therefore, several amendments have been proposed to better define priorities and actions in the strands. The present explanatory statement overview main issues addressed in the amendments.

Budget

The Creative Europe Programme is seriously underfunded and with extremely low success rates, which act as a dissuasive factor, generating frustration towards the programme and prevents many actors from applying. The rapporteur urges therefore to substantially increase the budget from the suggested 1.85 Billion to 2.806 Billion, which would double the current budget of 1,46 Billion, as asked during the launch of the EYCH in Milan in December 2017. Moreover, splits of the budget between strands should be executed in percentage, rather than in figures with special allocation guaranteed for Cooperation projects in Culture, where the success rate stayed the lowest.

Definitions and objectives

The Commission introduced a new possibility for creative and cultural projects, which obtained a high evaluation score, to benefit from the Seal of Excellence certification. However, without a cross-reference in other programmes, the Rapporteur finds this provision fragile. Moreover, the access to this type of financing should be clearly facilitated. The Rapporteur would like to ensure also that the programme is addressed to both profit and non-profit cultural operators.

A new general objective has been introduced to recognise the intrinsic value of culture, and promote artists and cultural operators, and the culture's contribution to the citizens' personal and social development.

Reintroduction of the EU added value

The Rapporteur reintroduces the article on EU added value, not present in the new Commission proposal, as the pre-condition to receive support from the programme, stressing in particular the sense of belonging that culture brings to citizens and encouraging the narrative of the common roots and unity in diversity.

Priorities and actions of the strand Culture

The Rapporteur welcomes the new structure of the Culture Strand, introducing horizontal, sectoral and specific actions and, in particular the new horizontal actions on music and **mobility of artists and cultural professionals**. It has to be underlined that more efforts are needed at the Member States level in order to overcome obstacles to artists' mobility, such as the lack of legal status, the visa issuance, the duration of permits and the risk of double taxation, to allow the scheme having a real impact in the upcoming years. The Rapporteur wishes to clarify that with the new Music Moves Europe, cooperation projects on music will not be excluded from the transnational cooperation projects.

Concerning the grants, the Rapporteur introduces three criteria, according to which they will be awarded: high cultural quality, impact and quality and efficiency in the implementation.

Concerning the **cooperation projects**, which are core action of the programme and built its success over the years, they must be reinforced. The budget must be increased and special attention should be given to small size projects by adapting the co-financing rate and introducing a category of micro size projects.

Platforms and networks are performing well and should continue, covering as much sectors as possible. The Rapporteur reiterates its wish, already expressed in the Implementation Report to reintroduce among European Prizes, **a European Theatre Prize**, taking stock of the experience of the Europa Theatre Prize, created in 1986 by the European Commission and financed by previous programmes until 2014.

In special actions, the Rapporteur introduces a new category: actions aiming at interdisciplinary productions relating to Europe and its values.

Priorities and actions in MEDIA strand

In general, the Rapporteur welcomes the Commission proposal concerning MEDIA strand and its activities but points that some aspects should be clarified. In the action for the development of audiovisual works, the Rapporteur emphasise the genres to be supported with explicit mentioning of fiction, documentaries, children and animated films, interactive works such as video games and multimedia with enhanced cross border circulation potential. The MEDIA programme had always supported independent European production companies and this condition should continue, especially in the light of the challenging competition with giant production companies and broadcasters. The Rapporteur is not convinced about the proposal to support the film festivals only through one or more networks, while is highly appreciating the inclusion of a gender focus.

Priorities and actions in Cross-sectoral strand

The Cross sectoral Strand finally seems to be enhanced with its original aim of cradle of interaction between the sectors, with creative labs, policy making and data collection.

The Rapporteur welcomes the initiative on the promotion of a **diverse and pluralistic media** environment and asks for a strong vision and a shared governance by the Commission services. Main objectives of this action would be to ensure professional ethics in journalism by supporting digital skills but also enhancing development of critical thinking and media literacy among citizens.

One of the biggest challenges of the present proposal is to preserve the **Guarantee Facility for Cultural and Creative Sectors**, established by the Regulation 1295/2013. The Guarantee proved to be one of the best performing financial instruments.

Within the current MFF proposals, the Guarantee has been moved to the InvestEU Regulation. It is imperative to ensure that the specificity and the expertise (capacity building) is not lost and that creative and cultural sectors are not obliged to compete for financing with other sectors. Therefore, cross-references to the InvestEU Regulation are being added.

European Observatory for Culture and Creative Sectors

Considering the complexity in measuring the impact of cultural policies and defining relevant qualitative and quantitative indicators, the Commission shall entrust this mission to an independent observatory, established with its own existing structures, such as JRC, acting in network with European centres of excellence, and in collaboration with Council of Europe, OECD and UNESCO, in order to benefit from existing expertise.

The Rapporteur wishes to reinforce the dialogue between the cultural and creative organisations and the policy makers through a permanent structural dialogue with stakeholders and annual Forum of Culture and Creative Sectors for dialogue and orientation of sectors' policies, allowing genuine cross-sectorial exchanges between all sectors, including audiovisual. This should be based on the positive experience of involving stakeholders and civil society in the EYCH.

International dimension and third countries associated

The Rapporteur is of the view, that the agreements with the third countries already associated to the Creative Europe, under the Regulation 1295/2013, should be facilitated and accelerated in order to include those countries from the very beginning of the implementation of the new programme. More should be done to encourage new countries joining the programme. The Commission shall adopt a proactive approach for the admission of new countries through bilateral agreements.

The Rapporteur is of the view that activities with international dimension should be performed under the name **Creative Europe Mundus**.

Parliament scrutiny and work programmes

The Rapporteur agrees with the Commission on the fact that the Programme requires flexibility in its implementation period of 7 years. The proposed regulation styles a concise structure that is well received in its simplification effort. Nevertheless, programme flexibility is not about fundamental policy choices. Under the regulation proposal, new policy priorities, included the shift of the Guarantee Facility to the new instrument InvestEU, and corresponding budgetary allocations are left to the work programmes. For these reasons, it is necessary that these work programmes are adopted through delegated acts, rather than implementing acts. This approach is conceived to allow programme flexibility and to ensure that the Parliament exercises in full its right of scrutiny and holds the executive properly to account. The only alternative to this approach would be to regulate in detail, which would be in contradiction to the spirit of flexibility that inspire the text.

Monitoring, evaluation and indicators

The Commission should perform a **mid-term review** as earliest as possible, in order to submit the mid-term evaluation report to the Parliament and the Council in due time (31 December 2024) to allow meaningful preparation of the subsequent programme.

The Commission shall also regularly evaluate the efficiency of impact indicators established in Annex II and is empowered to adopt a delegated act in order to review or supplement them. The Rapporteur insists that the programme should include both quantitative and qualitative impact indicators and that the strands should have a common set of qualitative indicators and dedicated sets of the quantitative indicators. The Rapporteur proposes the guidelines for establishments of those qualitative indicators. All indicators will be assessed and if necessary, amended by a delegated act by 31 December 2022.

The Rapporteur agrees with the inclusion of the **European Union Youth Orchestra** and **European Film Academy** as beneficiaries, who may be awarded a grant without a call for proposal but prefers to introduce additional information concerning their mission and evaluation by the Commission. The EUYO would receive a grant for the activities that contribute to the mobility of young musicians and internationalisation of their careers and the circulation of European works across borders. EFA would receive a grant for the activities contributing to the promotion of the European cinematographic production and in particular the Lux Film Prize. Fulfilling missions and realising objectives by both organisations should be regularly assessed by the Commission.