

EU funding programmes 2021-2027 in culture, media, education, youth and sports: first lessons, challenges and future perspectives : Creative Europe


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This At a glance note is based on a study examining the strengths and weaknesses of the Creative Europe programme. The study concludes that the initial implementation phase of the Creative Europe programme appears to have achieved an acceptable level of overall effectiveness.

The paper also provides actionable recommendations for improvement.

Main observations

The study

presents an analysis of the implementation of the Creative Europe programme 2021-2027, with a specific focus on cultural diversity, innovation and European cohesion.

Compared to the previous programming period, the Creative Europe programme 2021-2027 comprises some new features:

- The allocated programme budget has been significantly increased;
- New measures have been introduced, such as the MediaInvest platform, together with a simplification of the financial and administrative rules;

• The previous focus areas of economic growth in the Creative Europe programme 2014-2020 have been replaced with new targets emphasising social cohesion, inclusion, gender equality and the European Green Deal; and

- More attention has been given to cross-border activities, mobility and innovation.

A key strength of the current programme is the general budget allocation for 2021-2027, which constitutes an increase of 68% in comparison to the programme 2014-2020.

Another identified programme's strength is that the transparency on the funding decision and the fairness of the evaluation process are perceived as high. The Creative Europe programme to date has funded 1,722 projects.



Conclusions and policy recommendations

The explicit recommendations put forward by this study are:

Recommendation 1: National agencies, EACEA and the European Commission may consider organising more frequent Q&As before launching specific calls for proposals in order to provide prospective applicants with more support and information.

Recommendation 2: National agencies, EACEA and the European Commission may consider organising more frequent Q&As in other phases of the programme implementation, such as before introducing new initiatives, providing examples of successful funding or focused priority elements to be expected in the forthcoming calls.

Recommendation 3: National agencies, EACEA and the European Commission may wish to consider


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implementing wider support services for individuals and small and medium sized applicant organisations for submitting applications under the Creative Europe programme.

Recommendation 4: EACEA and the European Commission may wish to ensure better clarity with regards to the timetable of the calls for proposals, in particular to mitigate for the low success rates in the culture strand and cross-sectoral strand in the first years of the programme.

Recommendation 5: EACEA and the European Commission may wish to consider assessing whether more support is needed to ensure inclusiveness in the culture strand, specifically in the books, music and architecture sectors, and to ensure that countries with small capacities in the media strand are not left behind.

Recommendation 6: National agencies, EACEA and the European Commission may consider further addressing the impact of the UK's departure from the EU, such as a lack of possibilities for partnership support or examining other informal supportive forms of cooperation between EU Member States and UK organisations.

Recommendation 7: National agencies, EACEA and the European Commission may consider addressing the

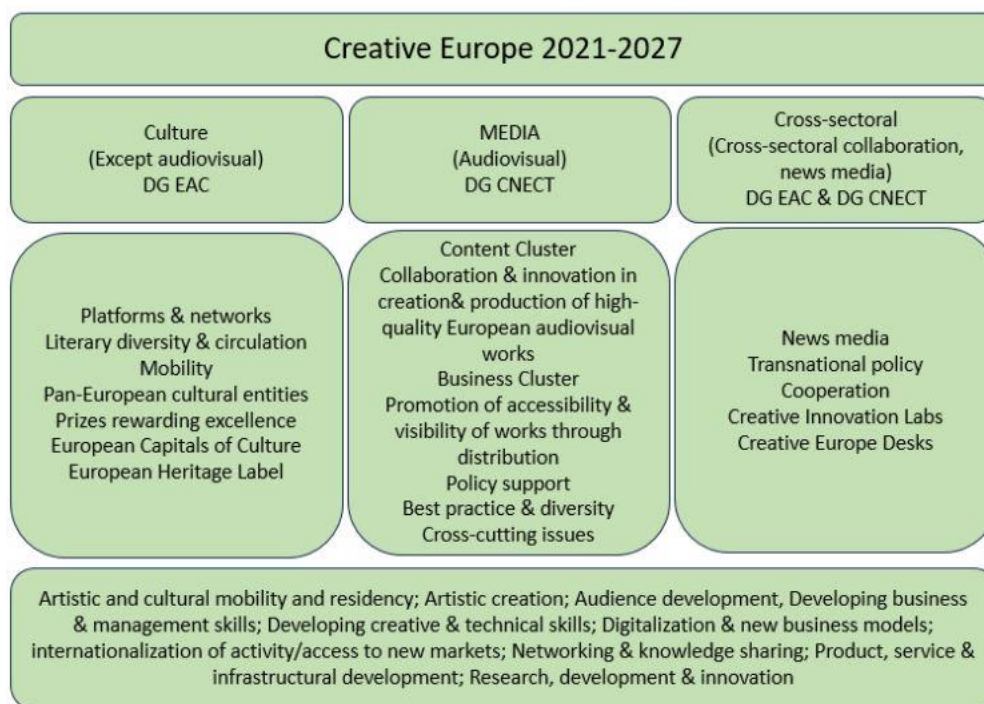
significant need for additional support for combating economic impacts, such as the rise in energy prices and inflation. This could include specific mitigations against inflation increases in the Member States.

Recommendation 8: EACEA and the European Commission may consider making improvements to the IT tool used for Creative Europe applications in particular to ensure that the system is appropriate for the types of organisations that apply to Creative Europe.

Recommendation 9: EACEA and the European Commission may make available at six-monthly intervals reports on the number of calls, success rate, budgeting expenditure, number of applicants, geographical diversity, novelties in implementing greening and social inclusion criteria, and consider upgrading the Funding & Tender opportunities and Creative Europe portals to allow for more specific and advanced searches, including downloading the available data in an easy to handle database.

Recommendation 10: The European Commission may consider adopting a two-year work programme for Creative Europe, instead of an annual work programme, to achieve a greater consistency in project planning and management.

Structure of Creative Europe, 2021-2027



Source: Creative Europe Regulation (EU) 2021/818 and Creative Europe Programme Statement

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The present note is based on the study *EU funding programmes 2021-2027 in culture, media, education, youth and sports: first lessons, challenges and future perspectives: Creative Europe*, authored by: Kristina BALENOVIĆ, Malin CARLBERG, and Laura TODARO, published in: September 2023

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