

CCS and tourism in the EU (post) COVID-19 period



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I. Policies

II. Funding

III. Covid-19

IV. The future?



[The New European Agenda for Culture](#) (May 2018)

[Work Plan for Culture 2019-2022](#) (November 2018)

[European Framework for Action on Cultural Heritage](#) (December 2018)



EU Member States' expert group on sustainable cultural tourism (2017-2019) – read the [report](#) and [executive summary](#)

II. Funding



www.access2finance.eu

Financial Guarantee Facility
managed by the European Investment Fund

€10 million for the cultural and creative SMEs

ec.europa.eu/creative-europe

The European Union flag, a circle of twelve gold stars on a blue background.

European Union
European Regional
Development Fund

II. Funding

Peer-learning approaches

Culture for Cities and Regions (2015-2017)

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

Cultural Heritage in Action (2020-2021)

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

Cultural and Creative Spaces and Cities (2018-2021)

read about it [here](#)

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

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



Creative FLIP 1 & 2



EU pilot project in 3 phases, which is carried out by DG EAC since 2019 (total amount: 3.5 M€)

Creative FLIP 1 – see the [website](#)

What is Creative FLIP?

Finance, Learning, Innovation and Patenting is a Pilot project co-funded by the EU whose main objective is to support healthy and sustainable ecosystems for Cultural and Creative Industries (CCIs) with respect to these four key policy areas

FLIP-2 (“INCREAS”)

The project FLIP-2 is entitled “INCREAS – Innovation and Creative Solutions for Cultural Heritage”. It’s total amount is 1M€ and it will run from June 2020 to October 2022.



FIND EXAMPLES @ CREATIVE EUROPE PROJECT RESULTS WEBSITE

<http://ec.europa.eu/programmes/creative-europe/projects/>

A screenshot of the Creative Europe Project Results website. The page has a dark purple header with a grid pattern of light purple lines. The text "CREATIVE EUROPE PROJECT RESULTS" is centered in white. Below it is the tagline "Imagine. Create. Share." and a search bar with a "Search" button. The main content area is white and contains the heading "ABOUT" and a paragraph of text.

European Commission > Creative Europe > Projects Results

SEARCH PROJECTS LOGIN CONTACT US LEGAL ISSUES

CREATIVE EUROPE PROJECT RESULTS

Imagine. Create. Share.

Click here to open administrator

Find... Search

ABOUT

Welcome to the European Commission's project database for the Creative Europe Programme.

It contains descriptions of all projects funded under the Creative Europe - Culture sub-programme and some of the projects financed under the Creative Europe - MEDIA sub-programme. Including contact information for the organizations involved.

It also contains results for projects that have ended, including links to websites.

II. Funding



<http://www.interact-eu.net/library#1843-e-book-connecting-cultures-connected-citizens>

INTERact 
D. 303041 JK101

II. Funding



Circular models Leveraging Investments
in Cultural heritage adaptive reuse



in-situ European Platform for Artistic Creation in Public Space

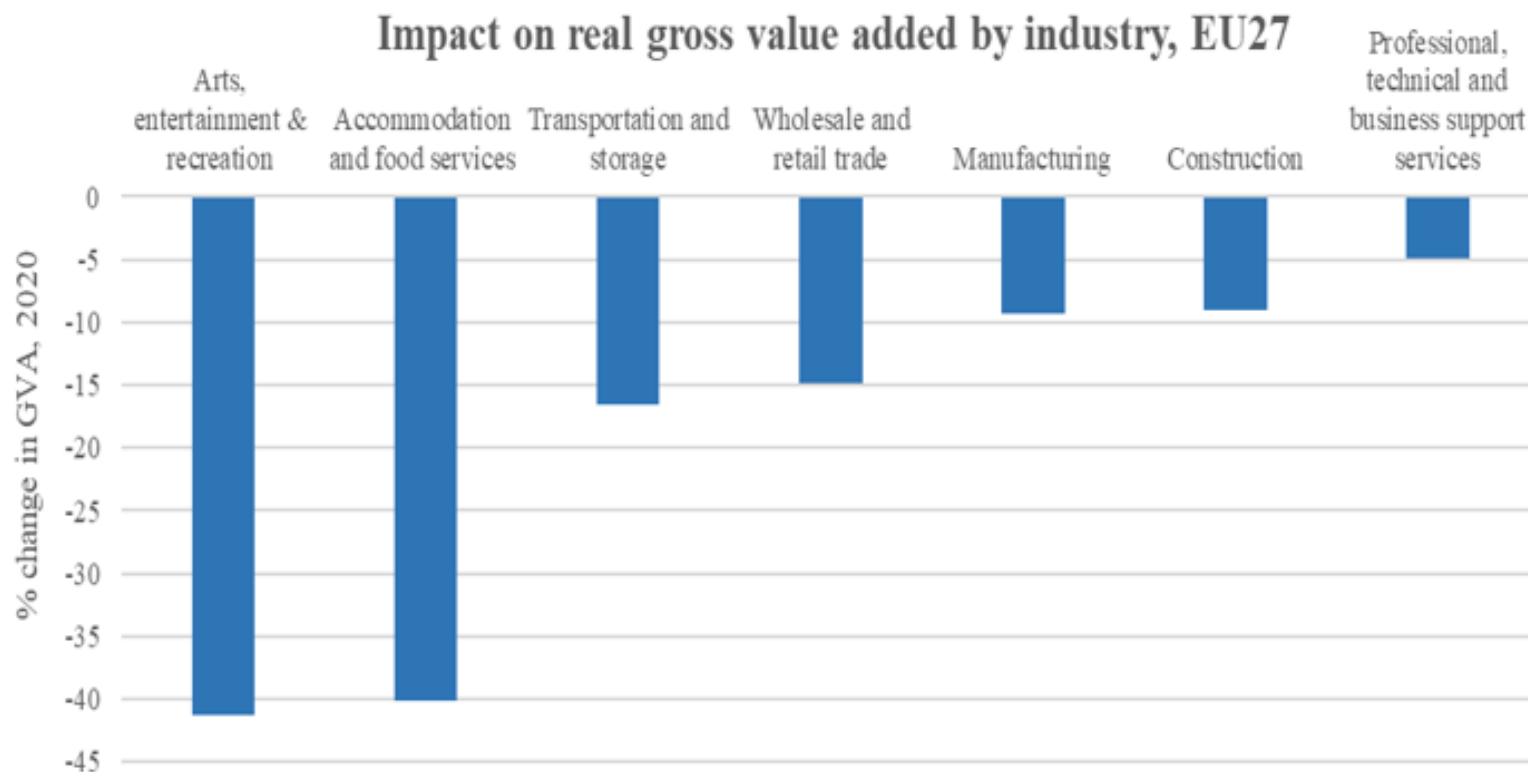


Forget Heritage

STRATEGY



Impact on cultural and creative sectors



CCS has been the sectors the hardest hit by the COVID crisis:

- Lockdown measures have led to productions coming to a complete stop, closure of cinemas, and cancellation of festivals, film fairs and markets.
- Cultural and creative sectors were first to lock down and are the last ones to open.

March/April Specific actions Creative Europe Programme



- **Maximum flexibility**
- **Support scheme for cross-border dimension of performing arts works** call of €2.5 m – info [here](#)
- **Speeding-up evaluation 2020 cooperation projects** - €48.5m to reach sector via pre-financing instalments as from September, duration up to four years
- Exploring ways to **adapt the Cultural and Creative Sectors Guarantee Facility** to mitigate adverse effects of crisis
- Informal **virtual meeting Creative Europe Desks & involved stakeholders** – reinforcing links
- **#CreativeEuropeAtHome** social media campaign

March/April EU Horizontal measures

- ✓ **Coronavirus Response Investment Initiative** - **€37 billion** from Structural Funds to alleviate effects of pandemic. Could be available for cultural operators (at MSs discretion)
- ✓ **Support to mitigate Unemployment Risks in an Emergency (SURE)** - **€100 billion**. Designed to protect jobs & workers affected by pandemic - could be used to pay salaries of creators, artists, independents that have lost jobs
- ✓ **Temporary Framework for State Aid measures** - Culture specifically listed as one of sectors most severely hit by the outbreak
- ✓ **Protecting SMEs** - **€8 billion** to provide immediate financial relief
- ✓ **European Guarantee Fund** - **€25 billion** that will support up to **€200 billion** of financing for companies, with a special focus on SMEs

COVID-19 & Cultural and Creative Sectors



- ✓ Two online platforms - Member States & [Creatives UNITE](#) to exchange info



Creatives UNITE

In one month:

- ✓ 16,000 Users
- ✓ 44,327 Page Views
- ✓ 350 entries

- Online Meeting with Commissioner Gabriel, MEPs and the sector

26 June 2020

Recording available [here](#)

IV. The future?

June

EU budget powering recovery plan for Europe

- **REACT-EU**: +55 billion EUR through cohesion policy across sectors (incl. culture) in 2020-2022 – follow-up of CRII
- **Future cohesion policy 2021-2027**: better exploiting potential of culture and tourism
- **Creative Europe 2021-2027**: 1.52 b EUR, i.e. 8% increase compared to 2014-2020 level and 15% compared to February 2020 draft EUCO conclusions
- **InvestEU**: support under several strands, incl. **cultural heritage infrastructure, social investment** and **skills support** for cultural and creative activities
- **Digital Europe Programme**: can help cultural sectors to tackle digital transformation (8.2 b EUR)
- **Horizon Europe**: specific cluster for CCS as well as European Institute of Innovation & Technology's KIC on CCIs



Useful links

- How the EU responds to the coronavirus outbreak in support of the cultural and creative sectors
https://ec.europa.eu/culture/news/coronavirus-how-eu-responds-outbreak-support-cultural-and-creative-sectors_en
- European Commission Tourism and Transport Package
https://ec.europa.eu/commission/presscorner/detail/en/QANDA_20_870
- Creatives UNITE
<https://creativesunite.eu/>
- Europe's moment: Repair and prepare for the next generation (new EU recovery instrument and next MFF)
https://ec.europa.eu/commission/presscorner/detail/en/ip_20_940

THANK YOU!



@europe_creative



#EuropeForCulture



ec.europa.eu/culture



**ec.europa.eu/programmes/
creative-europe/**

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**Creative Europe -
This summer I visit
Europe -
Competition**

Facebook - 6 days ago



OUR HERITAGE:
WHERE THE PAST MEETS THE FUTURE



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