

EMC Position Paper

Creative Europe: A most valuable instrument to support cultural diversity and exchange in Europe

The European Commission has started the mid-term evaluation of the Creative Europe programme for the periods 2014-2020 as well as 2021-2027. The EMC has benefited from the programme in manifold ways under the “culture strand”. Therefore, the positions below reflect the key findings of the European Music Council with regards to the “culture strand”.

Creative Europe is the EU’s only funding programme exclusively aimed at the cultural and creative sectors. The core funding strands – cooperation projects, European networks and platforms, as well as Culture Moves Europe¹– provide important opportunities for cultural cooperation and exchange, mobility of artists and cultural workers and for networking and capacity building of the culture sector at large. Additionally, sector-specific initiatives such as Music Moves Europe, provide unique opportunities for tailored support. This way, the programme promotes intercultural dialogue and cultural diversity in Europe and beyond.

The cultural and creative sectors have shown its impact and potential for further strengthening social and economic development. Culture can also play an important role for mutual understanding and peacebuilding. Many Creative Europe projects have exemplified how this can be achieved with the support of the programme.

Therefore, it needs a strong Creative Europe programme that is accessible to a wide array of actors (incl. NGOs, non-profit organisations, SMEs and individuals) in the sector.

Recent years have shown that the demand for this support is immensely high – many high-quality projects cannot be funded due to the limited budget of the programme, resulting in a proportionate decrease in the success rate of applications.²

The EMC urges the EU policymakers to take into account the following points for the remainder of the current Creative Europe programme 2021 – 2027 and especially in the development of the upcoming Creative Europe programme 2028 – 2034:

- **Ensure increased funding for music and culture in the upcoming MFF.** Raise the overall budget for Creative Europe as well as for music within other EU funding programmes such as Creative Europe, Erasmus+, Horizon Europe, Single market, European Social Fund, European Regional Development Fund;
- **Maintain the Music Moves Europe (MME) framework and further develop an MME strategy** including a regular dialogue with the music sector and looking into pathways to establish a European Music Observatory;

¹Additionally, the European Capitals of Culture, are also an indispensable part of the culture strand.

² Cf. [EP Report on Creative Europe Implementation 2021-2022](#). For the small-scale cooperation projects in 2023, the success rate was 20,4%, for the medium scale projects 9,7% and for the large-scale cooperation projects 19,2%. For the small-scale cooperation projects in 2024, the success rate was 19,21%. For the medium-scale cooperation projects, the success rate was 11,9%. For this cycle, no call for large-scale cooperation projects was published

- **Foster sustainability measures**, including environmental, social and economic sustainability. These measures should enable the culture and creative sectors to adapt sustainable practices to fully exploit their potential without creating additional barriers;
- **Ensure musical diversity across Europe** with regards to genre diversity, the diversity of the music sector and geographical diversity;
- **Support the music sector with regards to the digital transformation**, keeping a flexible approach for support mechanisms with regards to A.I. and authors' rights;
- **Embrace a dialogue-based approach to international cultural exchange**, overcoming post-colonial structures with eye-level exchanges at the foreground;
- **Safeguard the freedom of artistic/musical expression and freedom of speech**, within the EU and its external relations, including safeguarding the independence of cultural organisations.
- **Cascading grants**: Creative Europe has successfully shown that the distribution of smaller grants with light administration can be implemented through cascading grant schemes, however further improvement is needed regarding the management of such grants for an external consortium.
- **Further improve the administrative and technical implementation**. In many aspects the administrative workload for applicants and beneficiaries has reduced but there is still room for improvement. Especially some aspects for smaller entities are still quite demanding.

The EMC has consulted its membership in the development of its position on the Creative Europe Programme. For more details on the EMC's contribution to the mid-term evaluation, please take a look at the [EMC's reply on the Future of the Creative Europe](#).

The EMC will continue to closely follow the process towards the next generation of the Creative Europe programme as part of the Multiannual Financial Framework (MFF) 2028 – 2034. Look out for further positions of the EMC on this topic as the process continues.