



Revitalising the performing arts – Creative Europe Programme

European institutional roadmap for performing arts
sector to become more sustainable, equitable and
better equipped to face current and future challenges

10:45 - 11:15 | 25.10.2024

Gabrielle BERNOVILLE

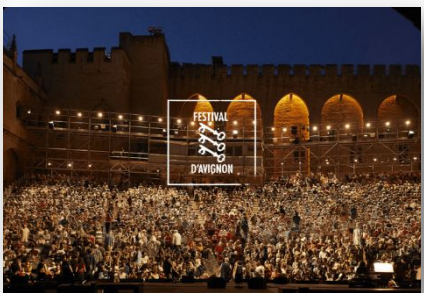
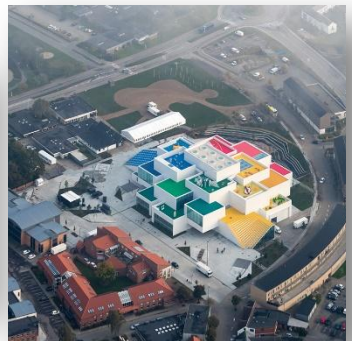
Creative Europe, European
Commission





WHAT DO THEY ALL HAVE IN COMMON ?

A COMMON COMMITMENT TO EUROPE



**Design
Fashion**

**Literature and
Publishing**

Music

Architecture

**Performing
Arts**

**Cultural
Heritage**

Agenda | 30 minutes challenge


1. European institutional roadmap and Creative Europe
2. EU action for performing arts sector
3. Next Generation
 1. Sustainable,
 2. Equitable
 3. Better equipped





European institutional
roadmap

European institutional roadmap : Gradual Integration of Culture in the European Treaties

Exclusive	Shared	Support, coordinate or supplement actions of the member states	Provide arrangements within which EU member states must coordinate policy
<ul style="list-style-type: none"> customs union the establishing of the competition rules necessary for the functioning of the internal market monetary policy for the member states whose currency is the euro conservation of marine biological resources under the common fisheries policy common commercial policy concluding international agreements <ul style="list-style-type: none"> when their conclusion is required by a legislative act of the EU when their conclusion is necessary to enable the EU to exercise its internal competence in so far as their conclusion may affect common rules or alter their scope. 	<ul style="list-style-type: none"> internal market social policy, limited to the aspects defined in the TFEU economic, social and territorial cohesion agriculture and fisheries, excluding the conservation of marine biological resources environment consumer protection transport trans-European networks energy area of freedom, security and justice common safety concerns in public health matters, limited to the aspects defined in the TFEU research, technological development and space development cooperation and humanitarian aid 	<ul style="list-style-type: none"> protection and improvement of human health industry culture tourism education, vocational training, youth and sport civil protection administrative cooperation <p><i>Legally binding EU acts in these areas cannot imply the harmonisation of national laws or regulations.</i></p>	<ul style="list-style-type: none"> economic policy employment social policies 
Article 3 TFEU	Article 4 TFEU	Article 6 TFEU	Article 5 TFEU

A limited mandate and scope for Action...

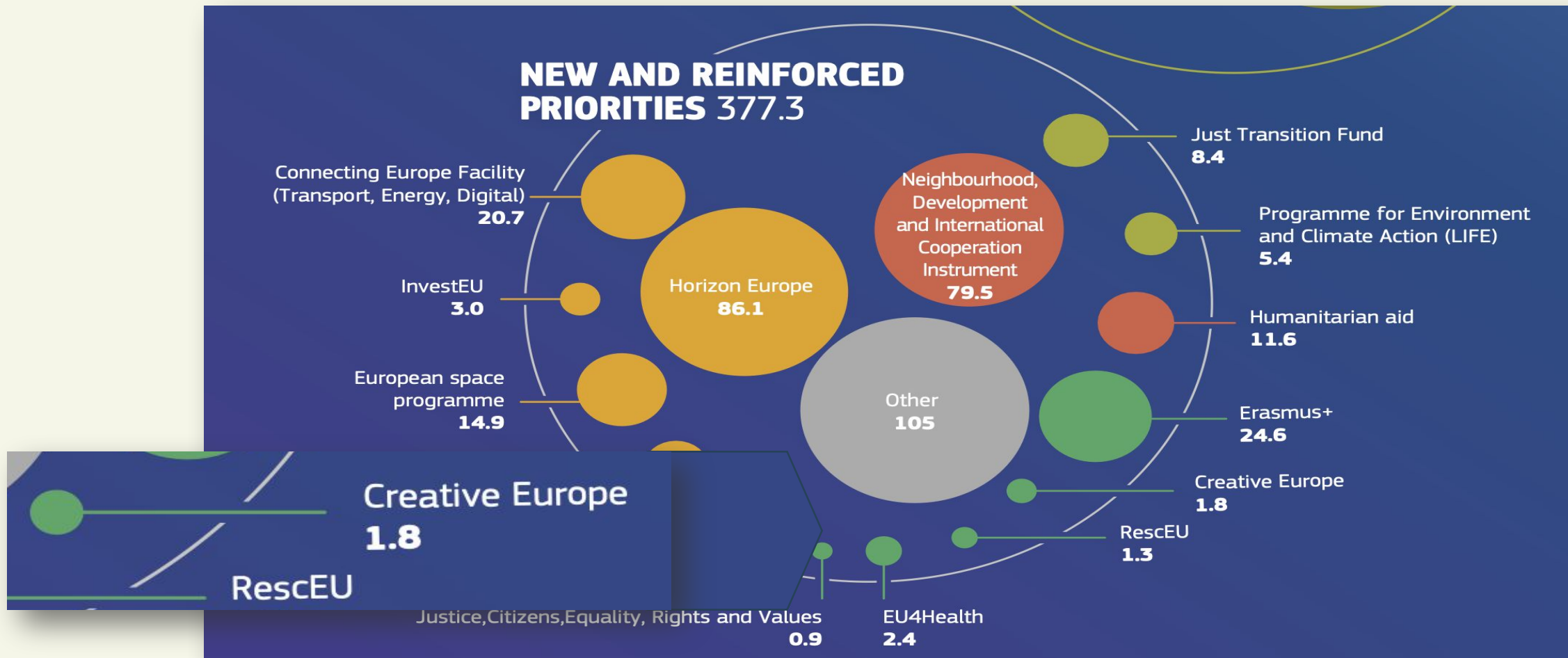
- Supports and complements the actions of Member States aimed at preserve the promotion of European cultural heritage (article 167 TFEU)
- Develop relevant policies and programs
- Supports the promotion of political collaboration between Member States and stakeholders in the field of Cultural Heritage

Maastricht Treaty (1993):

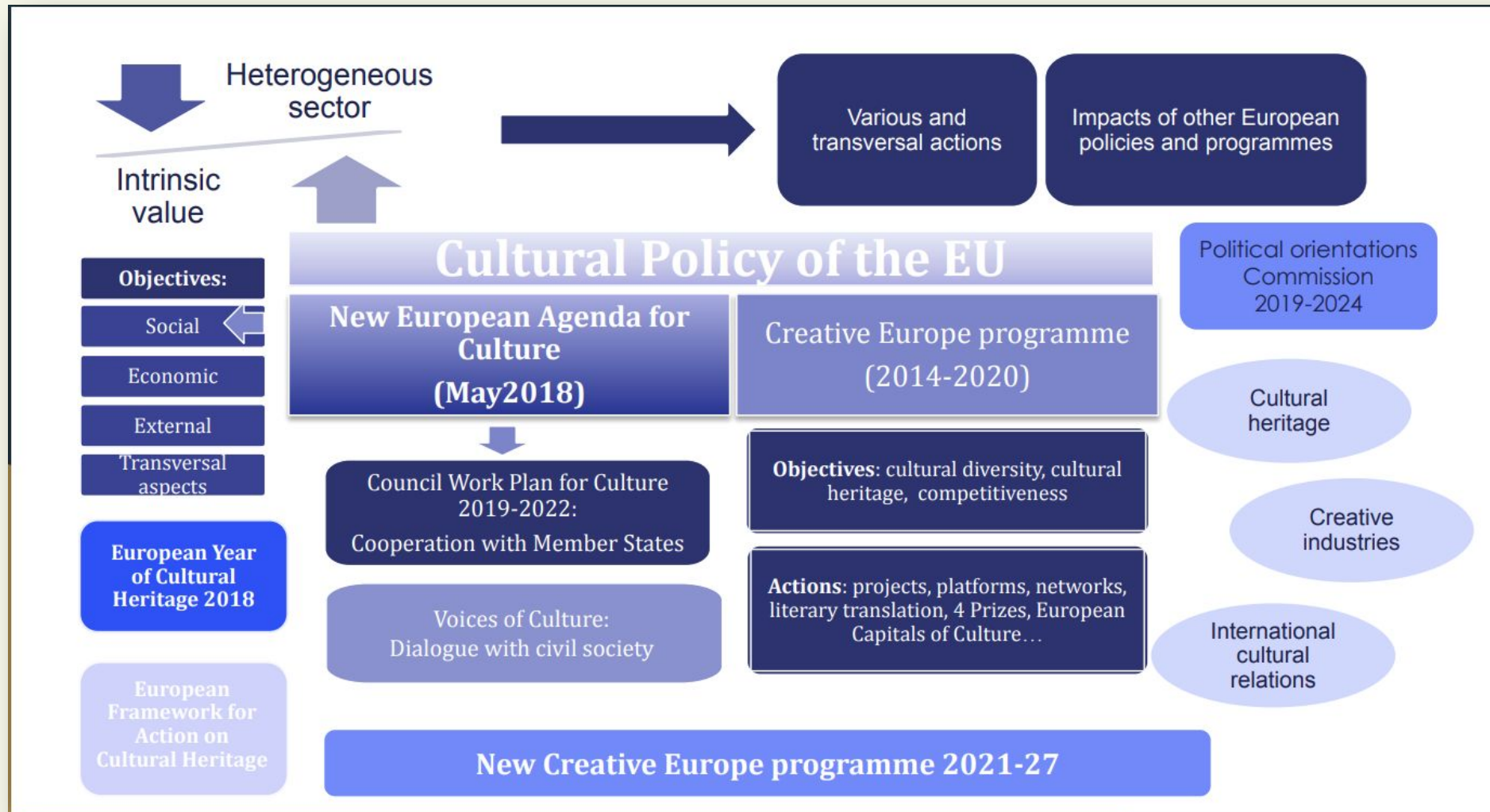
The EU "shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common heritage to the fore".



A limited [but increasing] budget 0,1% of the overall budget



Current EU policy framework for culture



Current EU policy framework for culture



European Agenda for Culture 2018

3 strategic areas (with actions committing the Commission – implemented)

- Social – harnessing the power of culture & cultural diversity for social cohesion & wellbeing
- Economic – supporting culture-based creativity in education & innovation, for jobs & growth
- External – strengthen the EU's international cultural relations

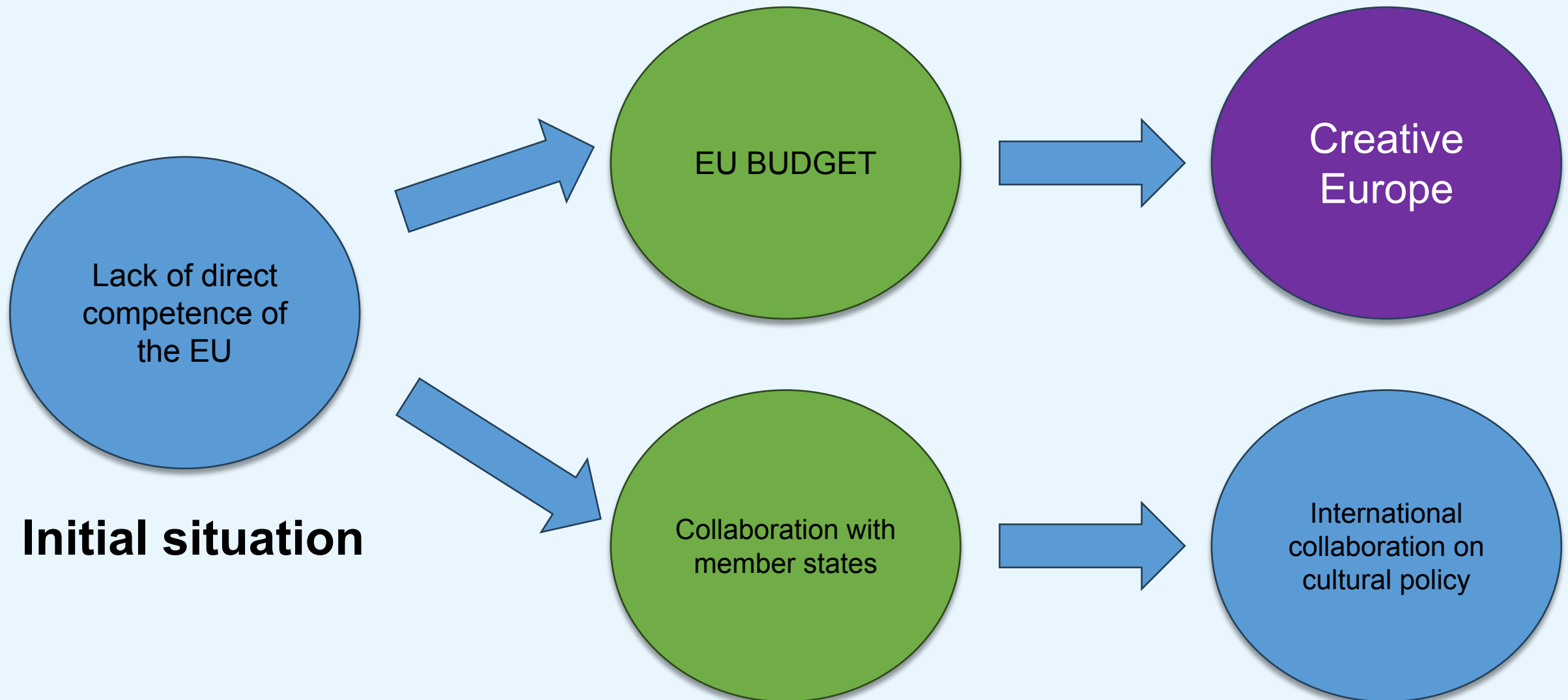


EU Work Plan for Culture 2023-2026

4 priorities (+ 21 corresponding actions for the COM, MS, PRES)

- Artists & cultural professionals
- Culture for the people
- Culture for the planet
- Culture for co-creative partnerships

From Framework to Actions



Creative Europe Programme

European Commission's flagship programme to support the Culture and Creative Sectors (CCS)

- New opportunities for European artists and creators beyond borders
- Cooperation across disciplines and across borders
- Reinforcing CCSS transitions (digital, greener, more resilient and inclusive)

Objective

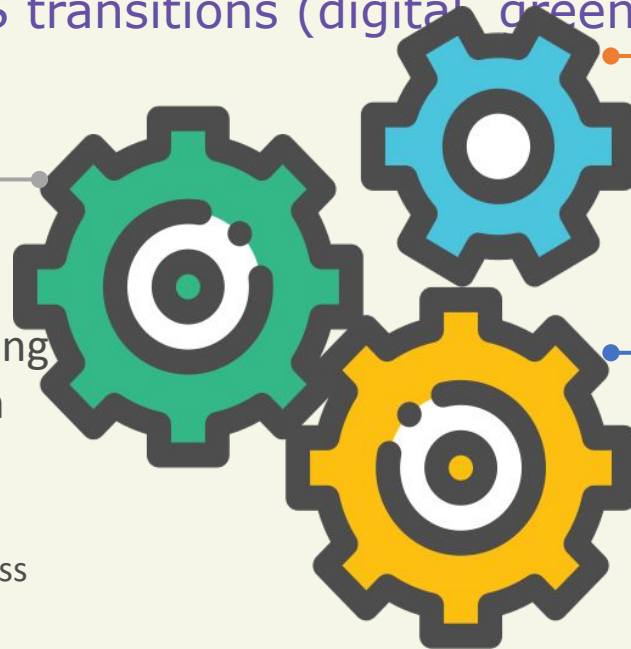
Safeguarding, developing & promoting European cultural & linguistic diversity & heritage.
Increasing the competitiveness & economic potential of the cultural & creative sectors.

Budget

€2.44 bn for 2021-2027

Three strands

- ✓ **CULTURE strand: 33% of the budget**
- ✓ **MEDIA strand (DG CNECT): 58% of the budget**
- ✓ **CROSS-SECTOR strand: 9% of the budget**



Three Headed Structure

- Culture: all Culture and Creative Sectors except audiovisual and news media
- MEDIA: covering the audiovisual and film sectors
- Cross-sectoral: cross-sectors collaboration, extending to the news media sector and Creative Europe Desks
- **IMPLEMENTING BODIES:** DG EAC – DG CNECT [EACEA / Desks]



THE MEDIA STRAND

Objectives:

- To better prepare the sector for fundamental societal challenges, ensuring diversity and inclusion in a world getting ready for the green transition.
- Emphasis on supporting EU level cooperation to make the European audiovisual sector more globally competitive



THE CROSS-SECTORAL STRAND

Objectives:

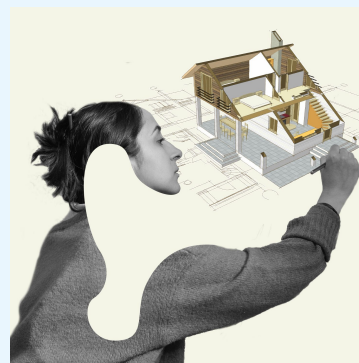
- Aims at reinforcing collaboration between different cultural and creative sectors.
- Creative Innovation Lab
- Media literacy, pluralism and media freedom



THE CULTURE STRAND (Us)

Objectives:

- Safeguard, develop and promote **European culture and linguistic diversity and heritage**
- Drive **cooperation** and **exchanges** among cultural organisations and creators across borders within Europe and beyond
- Promote **innovation, transnational creation and the circulation of works and artists.**



Architecture



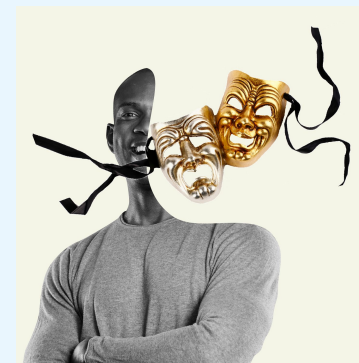
**Design
Fashion**



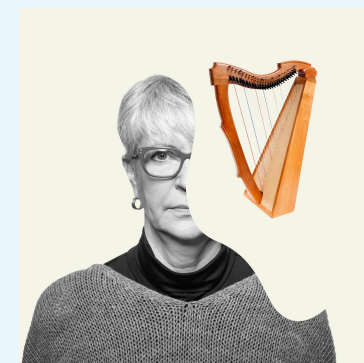
**Literature and
Publishing**



Music



**Performing
Arts**



**Cultural
Heritage**

Creative Europe actions – and what do they do?

Circulation of European literary works

Translation scheme – Focus on supporting translation for lesser-used languages

Culture Moves Europe

Mobility scheme, for artists and residencies

European Cooperation Projects

Every different type of projects – As long as they are made between a minimum of three organisations from three different countries

Networks of cultural and creative organisations

Pan-European Cultural Entities

European platforms for emerging artists

Multi-annual funding to organisations

And other targeted (for a specific sector- actions answering emerging needs:

- Perform Europe
- Action to support the Ukrainian Cultural and Creative sectors
- Etc, etc, etc...

POLITICAL AGENDA | GLENN MICALLEF



- Two candidates per Member States for the position of EU Commissioner.
- **04.11 Hearings | European Parliament Committees: EMPL / LIBR / JURI**
- **Main Mission letter's points:**
 - Cultural Heritage Access for All and Youth
 - Development of a Culture Compass
 - Improving Artists' Working Conditions
 - Competitiveness of Cultural and Creative Industries.
 - Collaboration with the Executive Vice-President for Tech Sovereignty, Security, and Democracy to develop an Artificial Intelligence (AI) strategy specifically for the cultural and creative industries.

European Cooperation projects

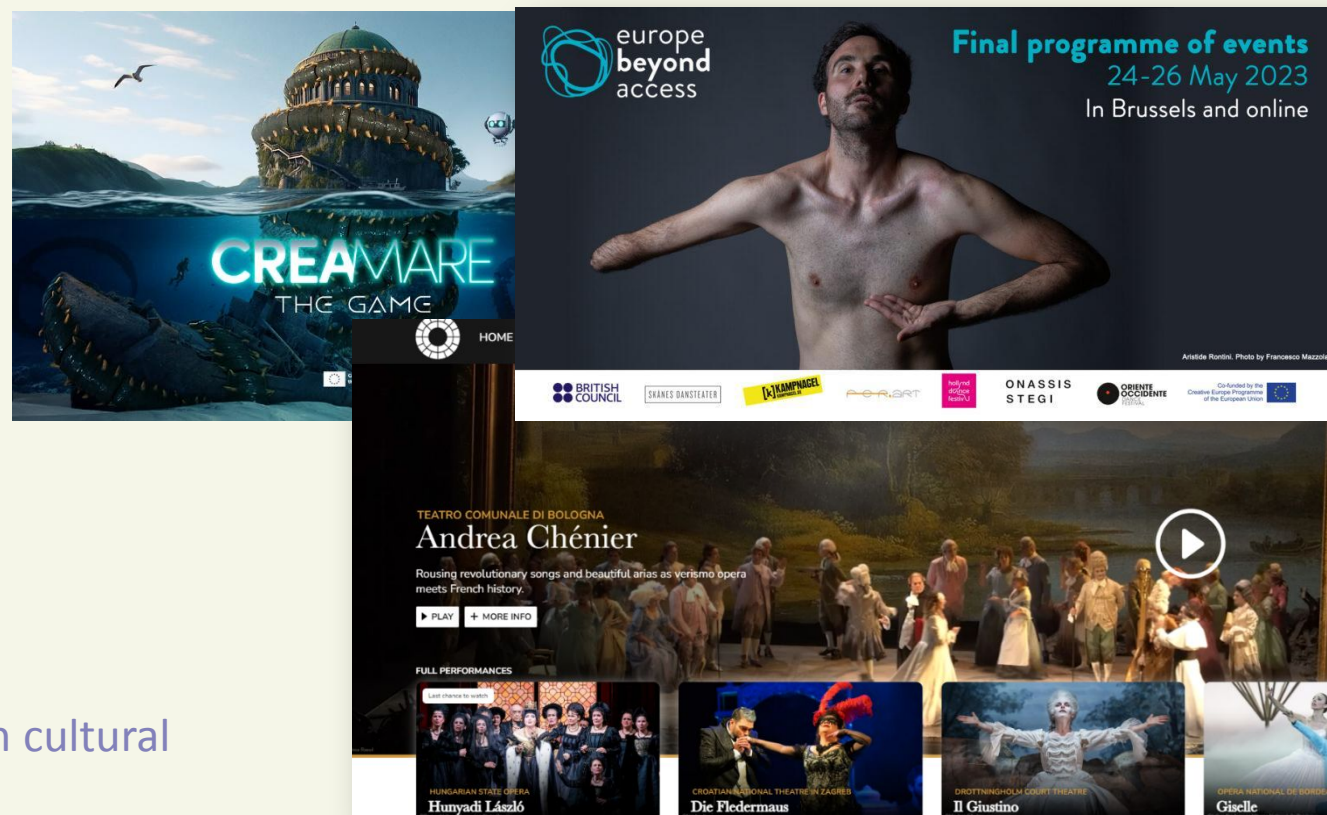
This action allows for projects involving a large diversity of players active in different cultural and creative sectors, to carry out a broad spectrum of activities and initiatives.

Largest action of the Culture strand,
with most room for project design...

As long as the project meets at least one of the following priorities:

Audience engagement and development
Social inclusion through culture
Sustainability (Green Deal)
New Technology (digital transformation)
International Dimension

Annual Priority 2024: Support to Ukraine and Ukrainian cultural and creative sectors

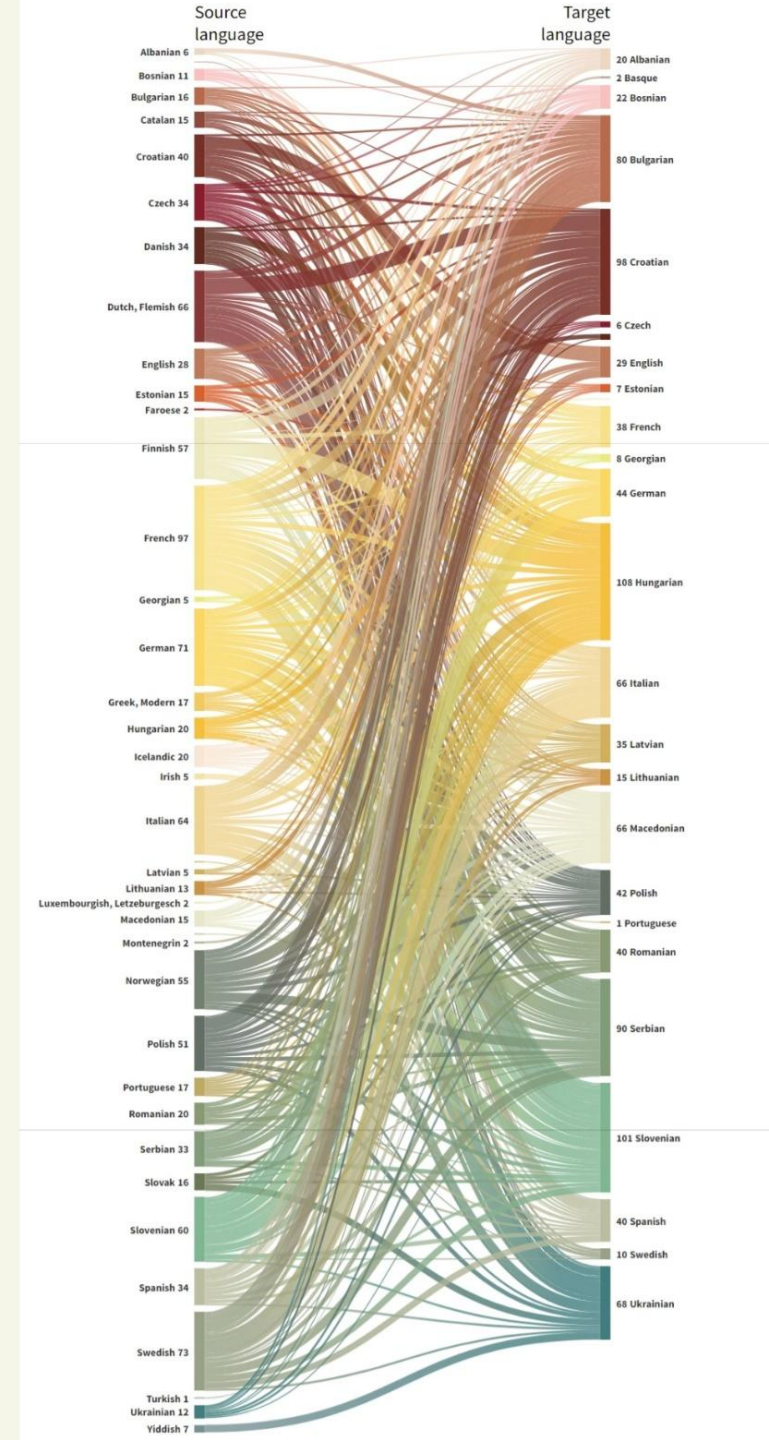
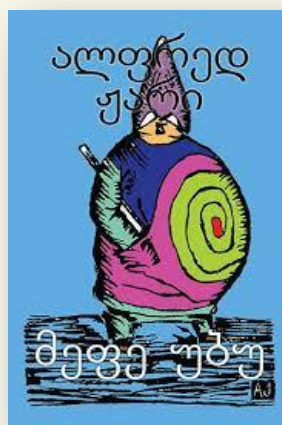
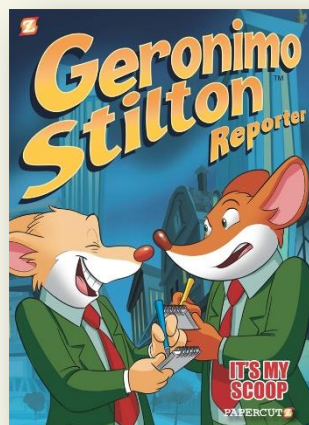


Circulation of European Literary Works

The action supports projects that translate, publish, distribute, and promote literary works of fiction.

Focused on the « linguistic diversity » priority of the Programme and a targetted support to the book sector

Since 2021: Support to regional and minority languages (Basque, Catalan, Faroese, etc...)



Culture Moves Europe

New Mobility Programme for artists and cultural professionals – Legacy of the European Year of Youth

To give the possibility to develop international collaborations and co-productions, contributing to the internationalisation of their careers.

- **Individual mobility** for artists and cultural professionals addressing individuals and groups of up to five people.
- **Residency action** for hosts targeting established artists and organisations wishing to implement a residency and host at their premises up to five artists.

Eligible sectors: architecture, cultural heritage, design and fashion design, literary translation, music, performing arts and visual arts.

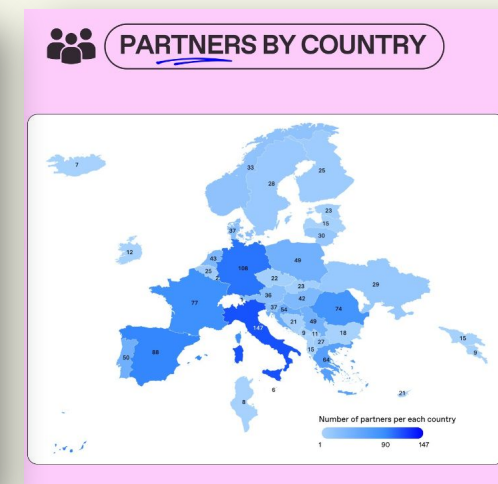
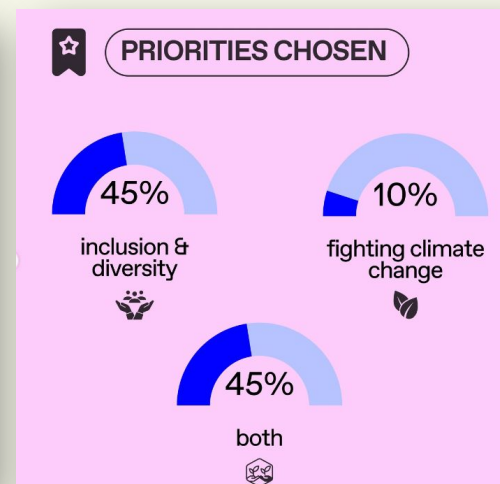
Travel fees reimbursed and per diem granted through the Programme in all 40 Creative Europe countries.



Perform Europe

- Test a distribution scheme for the European performing arts sector.
- Supporting sustainable, inclusive and balanced touring and presentation of **performing arts** across the 40 Creative Europe countries and the UK.
- Consortium of four European performing arts networks: IETM – EFA – Circostrada – EDN – IDEA Consult.

Total Budget €2.1 million
Grants up to €60.000
42 Partnerships
Selected





EUROPEAN CULTURAL PRIZES

- Music Moves Europe Awards
- European Heritage Awards
- European Union Prize for Literature
- EU Prize for Contemporary Architecture - Mies Van der Rohe Awards (Eumies Awards)

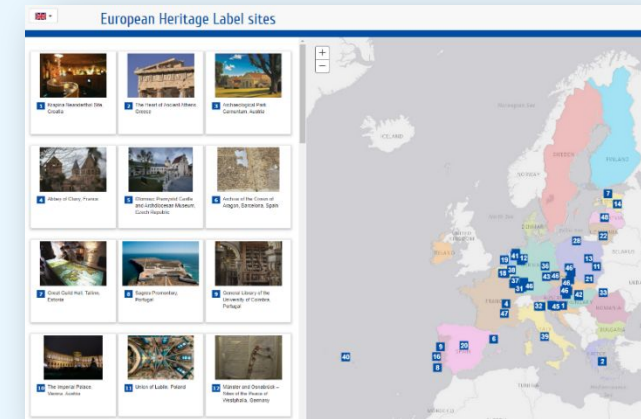
European Heritage Label (EHL)

- Highlighting sites for their significant role in the history,
- Strengthening people's sense of belonging and intercultural dialogue.
- Sites are selected every 2 years for their symbolic European value and quality of their project proposal

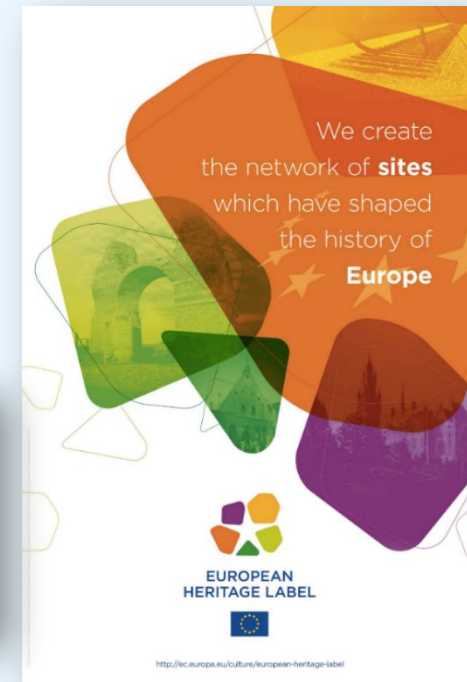
Different from other initiatives in the field of cultural heritage
(UNESCO World Heritage List - Council of Europe's Cultural Routes)

- *it is not about a site's beauty or architectural quality, **but its symbolic value.***
- *it is not about conserving sites, **but the activities on offer and their educational dimension, especially for young people.***

PUSH
BOUNDARIES



<https://geo.osnabrueck.de/ehl/EN/map>



European Capitals of Culture

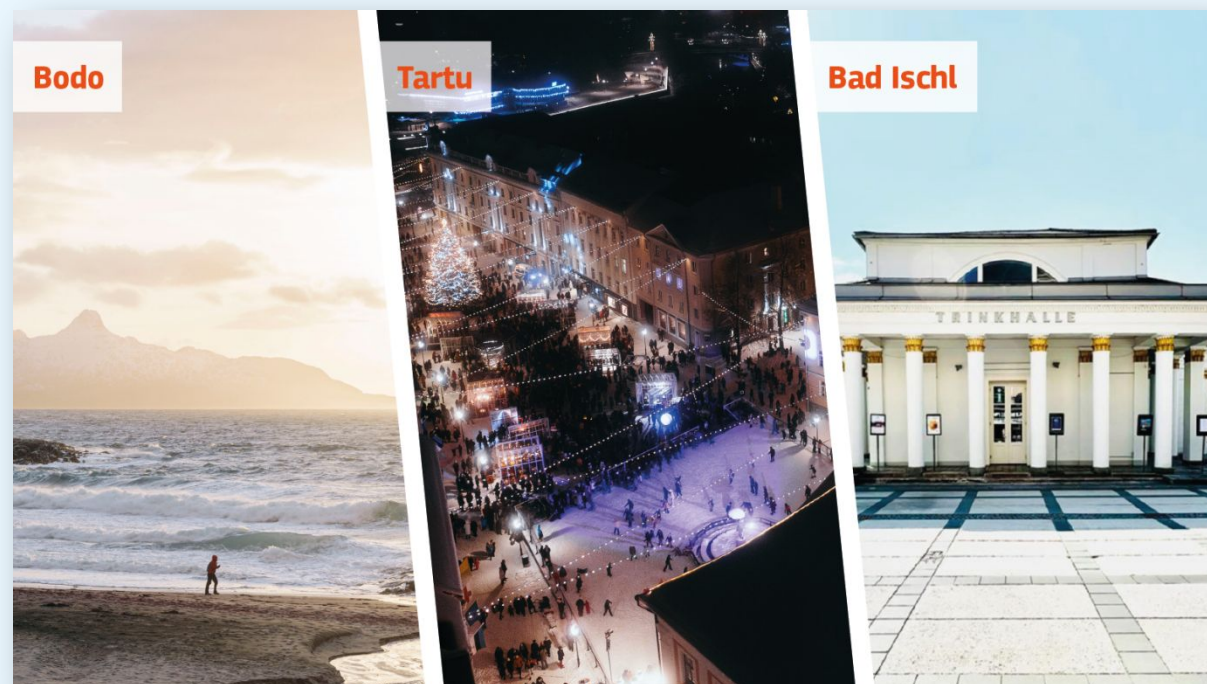
This action aims to increase citizens' sense of belonging to a common cultural area and to promote the contribution of culture to the long-term development of cities.

Started in 1985 – and still going strong!

2 – 3 cities (and their regions) per year

Capitals in 2024: Bodø (NO), Tartu (EE) and Bad Ischl (AT)

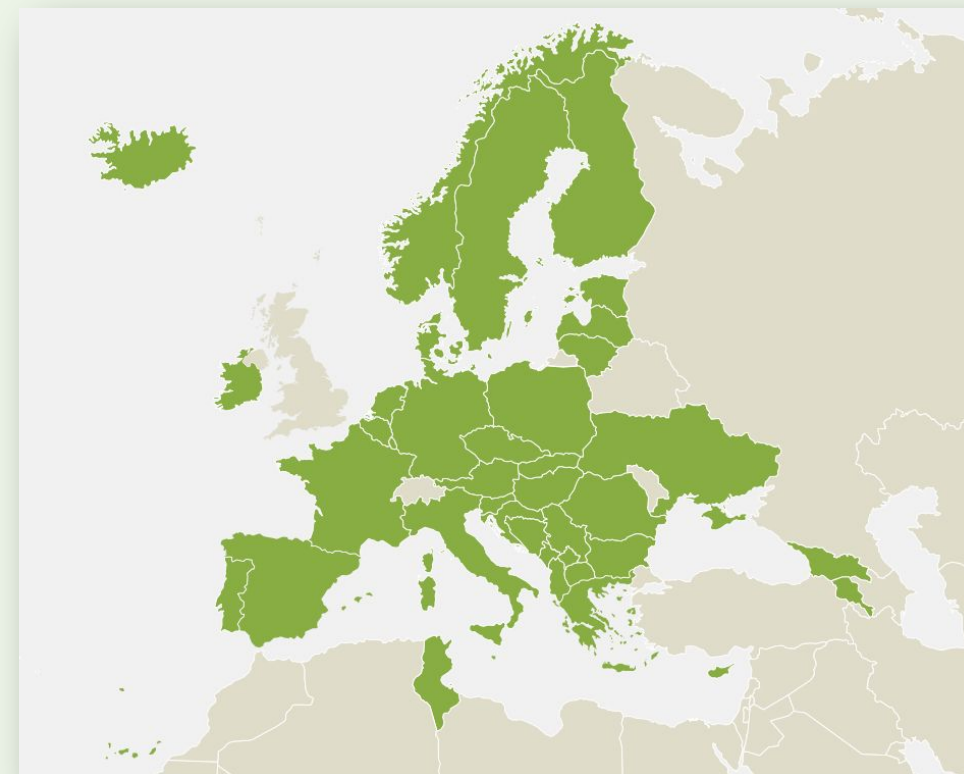
Next year: Nova Gorica (SI); Chemnitz (DE)



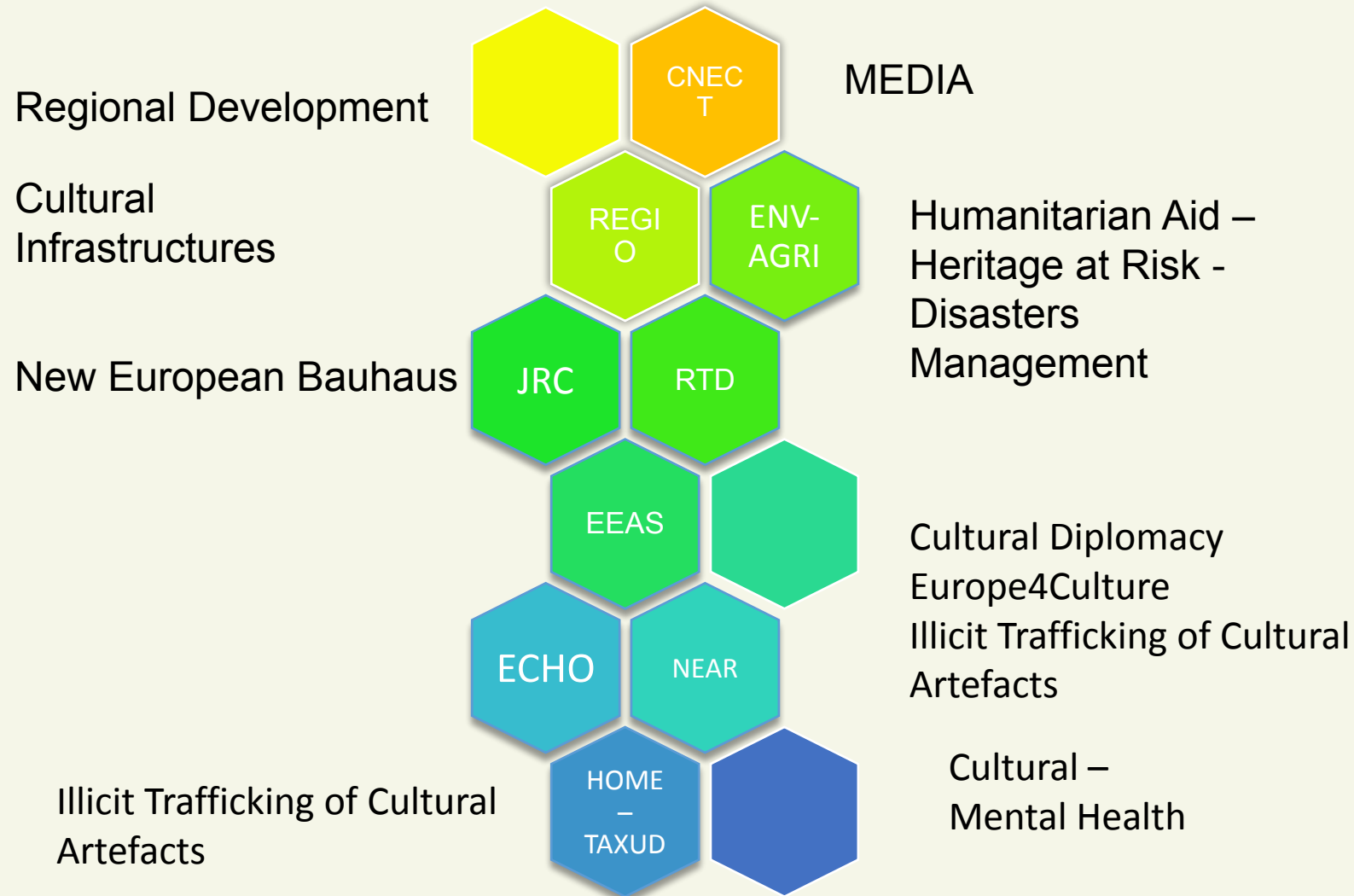
INTERNATIONAL COOPERATION: Reaching beyond the EU

Creative Europe is one of the most popular EU programmes to which non-EU countries can join.

- Strengthens relations between EU and non-EU countries and allows non-EU artists to pair up with their EU counterparts and prepare projects
- To date, 10 Association Agreements have been signed with Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia, Georgia, Ukraine, Tunisia, and Armenia.
- There are three EFTA countries in the programme: Norway, Iceland, Liechtenstein.



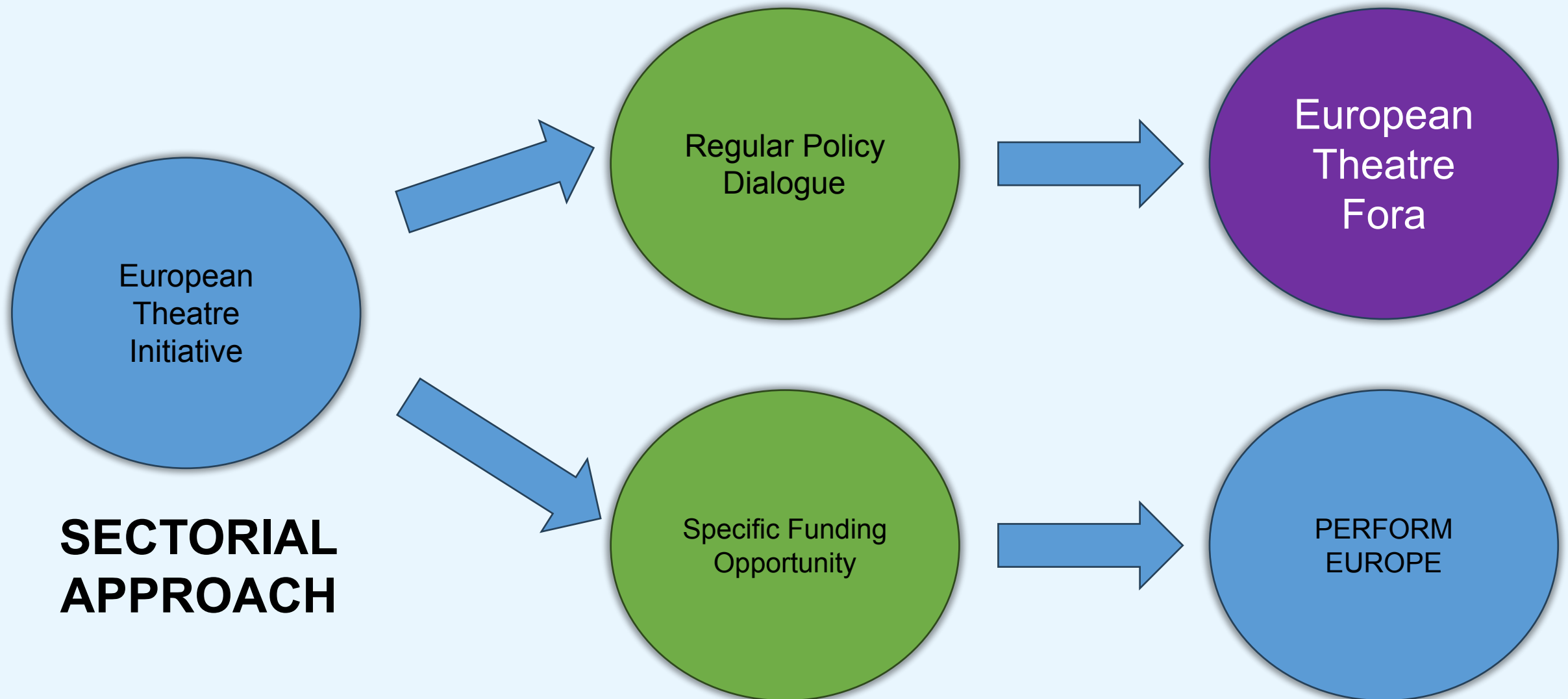
Culture in the European Commission Ecosystem





EU Actions for performing arts sector

EU actions for performing arts sector



European Commission's Strategic Action for the Performing Arts

- Response to COVID-19 pandemic (2020) to support the performing arts sector, particularly theatre.
- **Goals:** Bolster the sector and reinforce existing support mechanisms.

1. Research Track:

European Theatre Initiative's Study: Focus on analyzing the impact and future needs of the theatre sector.

2. Community of Practices Track:

European Theatre Forum: Platform for stakeholder engagement and discussion within the European Theatre sector.

3. Specific Funding Scheme:

Perform Europe Action: Financial support to enhance European performing arts.



Key Actions | 2020 Study on Theatre

Collaboration with theatre stakeholders to gather insights and data on sector resilience.

Key Findings

1.Data Collection:

1. Expanded on existing knowledge of the theatre ecosystem.
2. Identified strengths and key challenges in the sector.

2.Support Schemes:

1. Mapped the different support mechanisms across EU countries.

Policy Impact

- **Closing Knowledge Gaps:** Addressed important data gaps in the theatre sector.
- **Policy Making:** Data collected contributed directly to designing European-level responses to:
 - Support the theatre sector.
 - Alleviate the impact of the COVID-19 pandemic.

Key Actions | European Theatre Fora

2020 European Theatre Forum

- **Organizers:** European Commission, German Ministry
- **Objective:** Establish a structured dialogue between the theatre sector and policymakers at national and European levels.
- **Outcome:** Laid the foundation for international collaboration and partnerships within the theatre sector.
- **Key Document:** *Dresden Declaration*.



2023 European Theatre Forum

- **Objective:** Build a roadmap to address critical challenges for the theatre sector in the 21st century.
- **Key Outcome:** Highlighted the political importance of theatre and emphasized the need for stronger EU support.
- **Stakeholder Engagement:** New form of dialogue with civil society, allowing key ideas and messages to be shared with policy experts.
- **Key Document:** *Opole Recommendations*.

Key Outcomes and Resources

- **2020 ETF:** [Find out more](#)
- **2023 ETF:** [Opole Recommendations](#)



Perform Europe

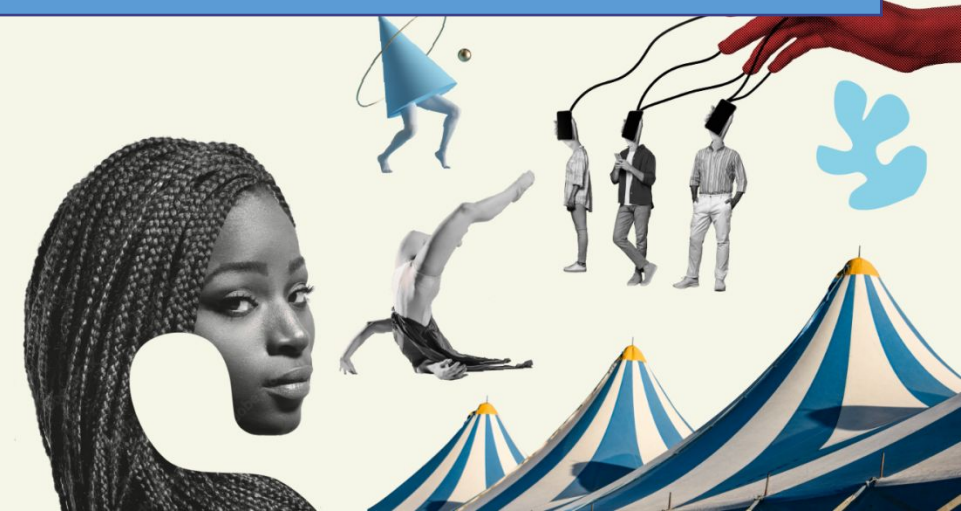
Rationale and Background

- Emerged as an answer to the **consequences of the COVID-19 pandemic on the performing arts' sectors** and professionals.
- The most **comprehensive funding scheme** ever done in the performing arts in Europe.
- **Transformative effect:** started a wave of interest and intentions for greening and inclusive touring



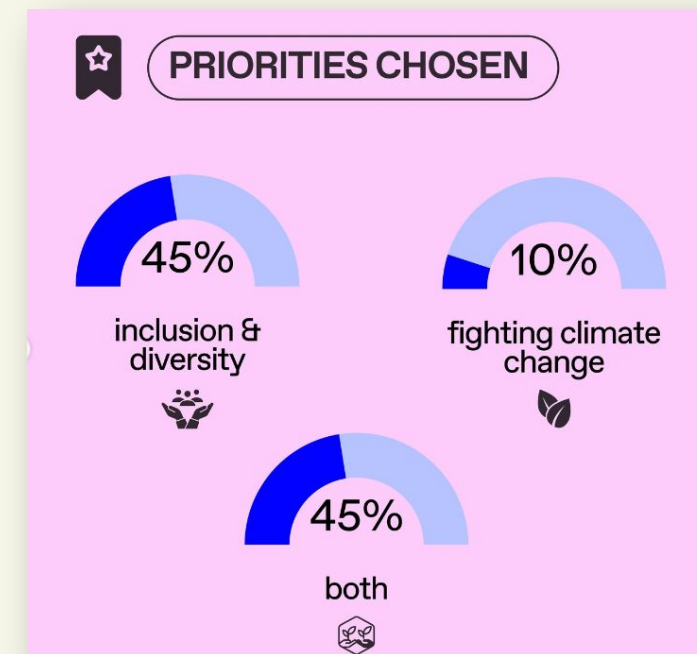
- 40 countries associated
- € 2.1 million in total funding [2023-2026]
 - €1.5 million for grants
 - Three scale grants from €12000 to €60000

- **Results 2024 Calls**
 - 42 projects selected
 - 88 artists and presenters showcased
 - 45 works
 - 250 performances
 - 90 locations.



Perform Europe Innovation and Results

- **Applications:** 435 applications received, requesting €21.4 million. All Creative Europe counties are represented.
- **High Event Participation:** 926 professionals at launch event and 24 information sessions with 2,446 participants.
- **Toolkit:** To helped partners to apply and create green and inclusion projects.
- **Matchmaking Platform:** Facilitated the creation of 2,200 professional profiles.



Some Projects at a glance

Moving Kinship: Touring Feminist Performance Hubs in Europe	sustainable, hybrid touring practice that blurs the lines between performance, participation, and activism. By establishing trauma-responsive hubs across borders, it fosters inclusivity, decolonizes artistic practices, and nurtures feminist micro-cultures of belonging and care.	Italy, Latvia, Netherlands, Ukraine	Dance, Site specific work
ORCHESTRATING SPACES	The project involves a hybrid mobility tour connecting a fishing village in Oulu, rural Tanumshede, and a multicultural community in Cagliari through physical and digital performances. Over six months, it aims to establish lasting roots while reflecting the evolution of the communities it engages with.	Italy, Sweden, Finland	Dance, New technologies, Other
Participatory Performance "Creatures of Tomorrow"	Three creators collaborate to present the participatory performance 'The Creatures of Tomorrow' in the Netherlands, Germany, and Lithuania, tackling climate change through immersive experiences. Participants, including those with visual impairments, engage in co-creation by simulating the evolution of life while crafting new creatures, deepening their connection to the environment.	Poland, Austria, Portugal	Performance Art
Sense-ational Circus Cabaret Caravan Tour	The Sense-ational Circus Cabaret Tour delivers inclusive and immersive sensory circus experiences to marginalized communities and individuals with disabilities across the Netherlands, Poland, Romania, Bulgaria, and Greece. These vibrant touring shows aim to bring the magic of the circus to children in crisis and underrepresented communities.	Netherlands, France, Spain	Circus, Performance Art, Puppetry / Object Theatre



NEXT GENERATION

More sustainable
More Equitable – Better equipped



“Culture Moves Europe

- New mobility scheme 2022-2025 under Creative Europe programme
- Total budget **21.000.000 EUR**
- Offers financial support (mobility grants) to **7000 artists and cultural professionals** to go abroad to another Creative Europe country
- **Individual mobility** for artists and cultural professionals addressing individuals and groups of up to five people
- **Residency action** for hosts organizations wishing to implement a residency and host at their premises up to five artists.



- It contributes to **travel and subsistence costs** , and offers **additional top-ups** and support based on the **grantee's individual situation**.
- Specific measures are also taken to encourage **sustainable practices** and **diversity** and to ensure **gender, geographical and sectoral balance**.
- Emerging artists and cultural professionals, as well as **applicants with a disability** receive special attention.



Sectors

Culture Moves Europe covers the cultural and creative sectors of the Creative Europe programme.

ell

- *Architecture
- *Cultural heritage
- *Design and fashion design
- *Literature
- *Music
- *Performing arts
- *Visual arts



「 Culture Moves Europe: top ups

Visa top-up

For expenses related to visa processes.

Per Person: **€80**

OCTs and ORs top-up

For travelling to or from Overseas Countries and Territories or Outermost Regions.

Per Person: **€150**

Accessibility support

Additional financial support for grantees with a disability, to help cover specific extra costs connected to the travel and/or project implementation.

Budget based on individual needs.

Family top-up

For applicants with children below the age of 10

Per Person: **€100**

Green mobility top-up

For those not travelling by plane

Per Person: **€350**

Top ups are complementing mobility grants (travel and accommodation)



Creative Europe countries

Albania, Austria, **Armenia**, Belgium, **Bosnia-Herzegovina**, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, **Georgia**, Germany, Greece, Hungary, **Iceland**, Ireland, Italy, **Kosovo***, Latvia, **Liechtenstein**, Lithuania, Luxembourg, Malta, **Montenegro**, Netherlands, **North Macedonia**, **Norway**, Poland, Portugal, Romania, **Serbia**, Slovakia, Slovenia, Spain, Sweden, **Tunisia**, and **Ukraine**.

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.*

Overseas Countries and Territories (OCTs) and Outermost Regions (ORs)

- Greenland (*Denmark*);
- French Guiana, French Polynesia, French Southern and Antarctic Territories, Guadeloupe, Martinique, Mayotte, New Caledonia, Reunion Island, Saint Barthelemy, Saint-Martin, St. Pierre and Miquelon, Wallis and Futuna Islands, French Southern and Antarctic Territories (*France*);
- Azores, Madeira (*Portugal*);
- Canary Islands (*Spain*);
- Aruba, Bonaire, Curaçao, Saba, Sint Maarten, Sint Eustatius (*The Netherlands*)



ETC Theatre Green Book



The Green Book has three areas:

Sustainable Productions

Making **Productions** as sustainably as possible by moving from a linear to a circular economy for theatre shows

Sustainable Buildings

Making **Buildings** as sustainable as possible through better insulation, more efficient equipment and renewable energy

Sustainable Operations

Running **Operations** like marketing, catering, travel and waste sustainably - with a Green Team to guide the organisation



The Green Book has three standards:

	<i>Baseline</i>	<i>Intermediate</i>	<i>Advanced</i>
Sustainable Productions			
Sustainable Buildings			
Sustainable Operations			

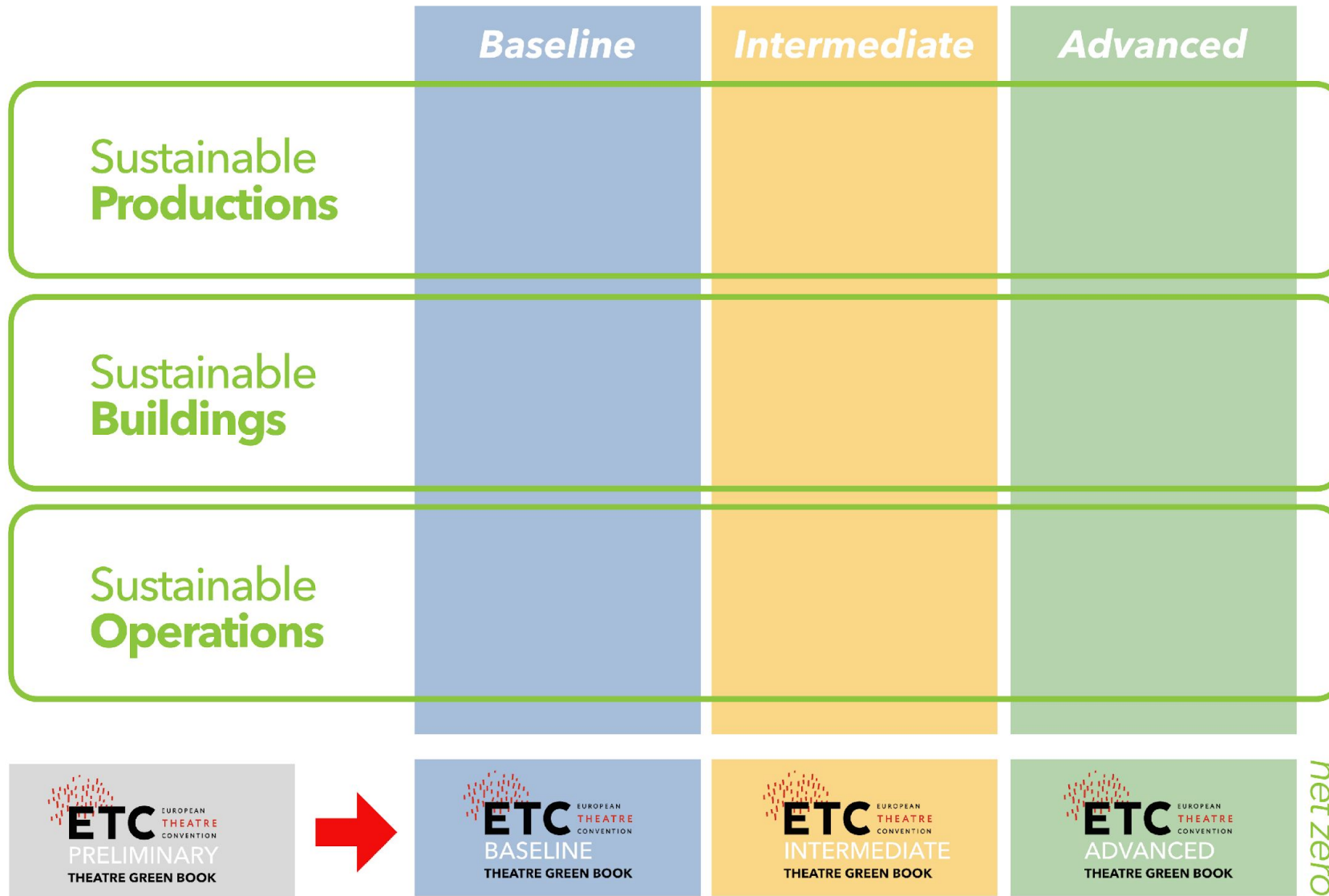
today



net zero

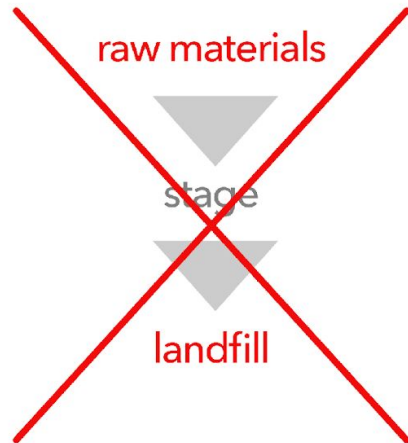


ETC certification measures your progress



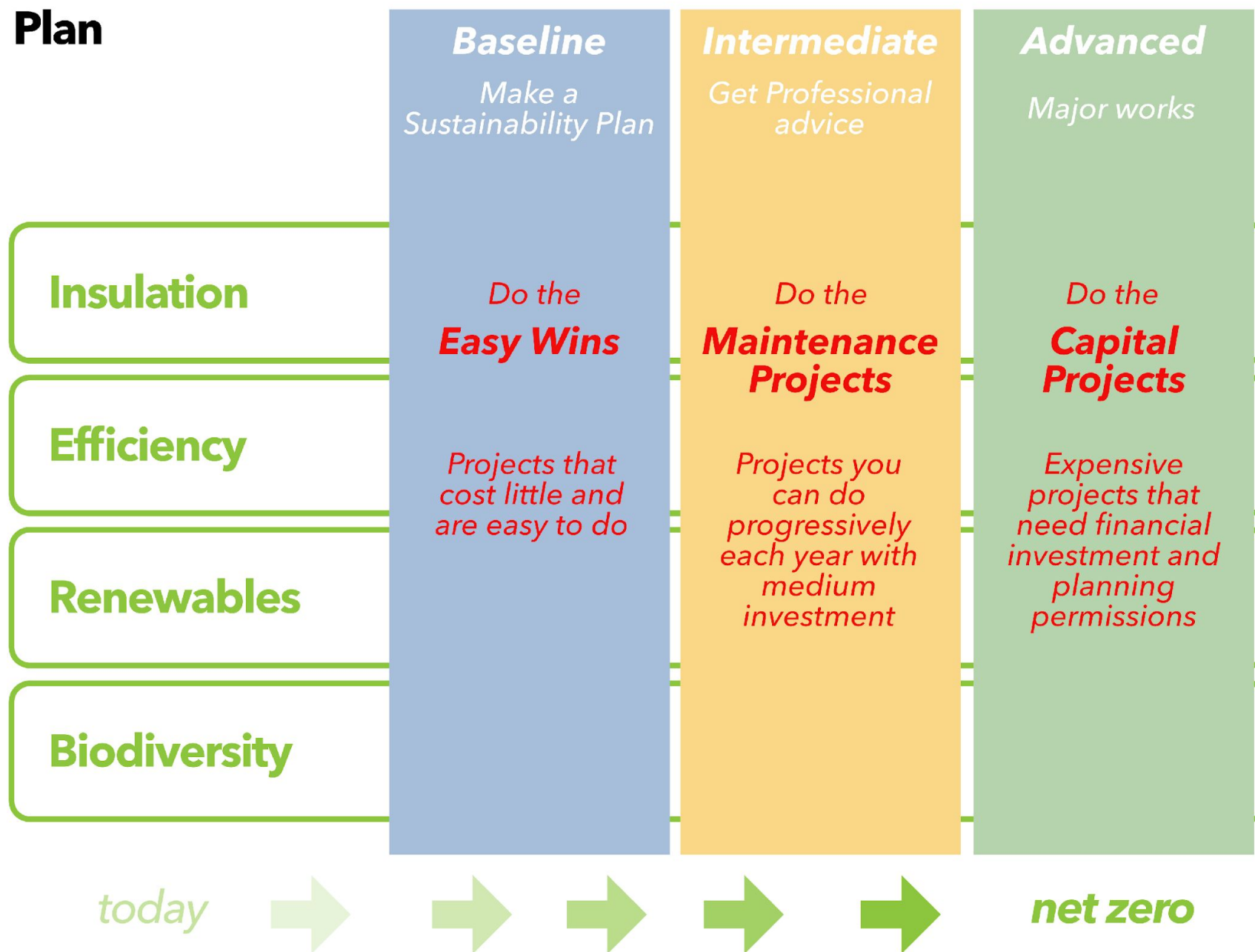


Move from a linear ... to a circular economy for theatre





Plan



Cost

If you don't own your building:

- Create a **Sustainability Plan**
- Share it with the **Building owner**

Easy Wins

*Low cost.
Should save
you money
through energy
savings*

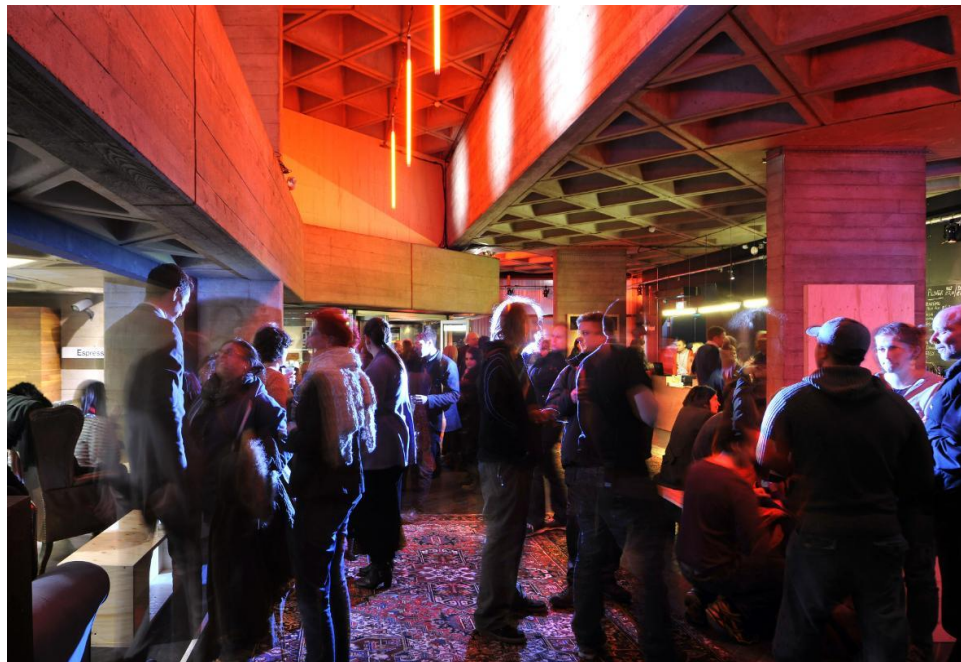
Maintenance Projects

*Medium cost.
Should save
you money
through energy
savings*

Capital Projects

*High cost.
Should save
money long-
term, but needs
major
investment
through:*

- *Subsidy*
- *Fundraising*
- *Energy contracting*



A Green organisation



LET'S STAY IN TOUCH!

- EAC WEBSITE: <http://culture.ec.europa.eu/>
- EACEA WEBSITE: https://www.eacea.ec.europa.eu/index_en
- Creative Europe Desks: <https://ec.europa.eu/culture/resources/creative-Europe-desks>

Follow us on social media:

- Facebook @CreativeEuropeEU
- X @europe_creative
- Instagram @creative.eu