

Hearing
23/10/2018

European Economic and Social Committee

Europe Creative programme

New ambitions of the Commission on Creative Europe

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Topics

Channels

Cross - ?

Experimentation

Coordination

Channels

1.8. This unprecedented financial effort should be achieved through three channels:
... that will include an extra funding of EUR 80 million to the **CROSS-SECTORAL** Strand in order "to enhance the process of mainstreaming culture in the other sectoral policies"

1.9. renewed ambition for a more cultural and creative Europe will also **benefit various of the more traditional EU industrial value chains** like textiles, clothing, leather,

2.5.1 The EESC asks for an additional budget of EUR 80 million for the CROSS-SECTORAL Strand that will help to harness additional growth from "**cross-fertilisation**" projects (digital economy, tourism, art, luxury, culture, digital printing...)

2.10.1 An overall budget of EUR 160 million is planned to support the emergence of **cross-sectoral projects** between creative and cultural actors (music, media, literature, art...)

3.3.2. The potential of synergies between the creative and cultural industries and several economic sectors which integrate a "**cultural or a creative component**", like tourism, and fashion whose success depends on the creativity of designers who create new desirable collections of garments, bags or shoes should be encouraged.

Cross - ?

-Sectorial -Fertilisation -Industrial -ValueChain ?

The cultural creative sectors are a driver for crossings in

technology

Horizon 2020

urban development

EFRE

**the wider economy, like Health, Farming,
Mobility, Housing, Climate Change**

Cross-Sectorial Strand

education and the wider society

Creative Europe

within the cultural and creative sectors itself.

Creative Europe

Cross-Innovation

-Sectorial -Fertilisation -Industrial -ValueChain

CCS is a driver for **innovation** in technology, urban development, the wider economy, like Health, Farming, Mobility, Housing, Climate Change and within the cultural and creative sectors itself.

	Inter-Sectorial	Cross-Sectorial
Innovation Product		Example: „Design“
Innovation Process		
Innovation Market / Art		

The design economy generated £85.2bn in gross value added (GVA) to the UK in 2016 .

Designers operating in non-design industries created the majority of this value (68%).

Simplifications

During a hearing organised in Paris (6 October 2016) various stakeholders identified other concrete issues:

The notion of "experimentation" should be promoted and supported, as well as that of „innovation“.

In order to take account of these criticisms, the EC proposes certain simplifications for the new programme 2021-2027:

- Greater flexibility in order to adapt work programmes to unforeseen circumstances;
- More framework partnership agreements and cascading grants;
- More incentives to reward results linked to the capacity to reach larger audiences;
- Systematic use of e-forms and e-reports and lighter reporting requirements.

Simplification is Not Experimentation

- Adapt work programs to enable **open calls for unforeseen impacts** - beyond the deliverable !
- More framework partnership agreements with **cascading self-initiatives** and sustainable funding
- More incentives to **reward innovative, agile practices** - beyond European networking of the given !
- Systematic use of **innovative formal forms of calls** - like lumpsum funding and one day application for 50.000 Euros
as already applied in Horizon2020 / Horizon Europe (SME Phase 1)
- A real cross-sectorial strand - BEYOND-CCS-Strand delivers value added to society, not just within the sectors and leads to a real cooperation between DGs.
 - **Before you can fund new cultural creative practices - that is soft-innovation, your funding schemes must be innovated.**
 - **Open Horizon Europe for soft-innovation**

Less Reporting is Not Better Understanding

- 5% budget on top of each project for its qualitative and parallel monitoring
 - **A new agenda for research on CCS must complement the new agenda for culture with**

new qualitative indicators

adding and completing quantitative indicators.

Coordination EU - local players

The Image of Complexity
The Facts of Applications

Access to funding
support of projects
ability to scale up

**increase of the number of cross-sectoral projects and
cross-border projects...**

Mistakes & Failures of Creative Europe application

Small cooperation projects
Evaluation
Partnering

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