



## **IMPALA**

### **Overview of EU funding available for cultural and creative SMEs**

**First published May 2019 (Updated November 2019)**

Below is an overview of EU funding programmes potentially available for IMPALA members, listed by order of relevance to the music sector, and particularly to record labels. These are schemes that are intended in particular to focus on boosting smaller actors in the cultural and creative sector - micro, small and medium businesses (we refer to SMEs in this note).

Note that we've listed a few programmes in the interest of trying to be as exhaustive as possible, but some of the programmes and instruments mentioned towards the end of the list (especially Horizon 2020 and COSME) as they are today offer very few opportunities for funding of projects of direct interest to music companies' day-to-day operations.

Unfortunately, there is no direct EU funding available for the production of music. As explained by Michel Magnier (since replaced as EC Director « Culture and Creativity » by Tamas Szucs) at our board meeting in Brussels earlier this year, the direct funding of labels for production of music or other areas of their work is not something the EU is really considering as they have to respect the so-called subsidiarity principle and not compete with national funding schemes (which is why EU funding is usually about cross-border partnerships, cooperation, mobility, export, etc. where the EU funding adds value to national funding). We will however keep pushing for this type of funding to exist in the next generation of EU programmes, following the example of what exists for film production under the MEDIA programme (more on this below).

Of course, we continue pushing for more sources of EU funding for the cultural and creative sector, and within that for the music sector, and for broader types of projects which could eventually cover music production and other parts of a music company's operations. The budget discussions are ongoing and there are reasons to be hopeful about increased funding for the sector given the reports and institutional agreements concluded on the different EU programmes (Creative Europe, Horizon Europe, InvestEU) before the European elections.



## Music Moves Europe

The most relevant source of EU funding for the music sector right now is the preparatory action Music Moves Europe, now in its 2<sup>nd</sup> edition. Music Moves Europe aims to test projects which could be replicated at a larger scale under the next Creative Europe programme (more on this programme below) 2021-2027.

### ***1<sup>st</sup> edition (projects ongoing), 2018***

The first edition of Music Moves Europe, launched in 2018, had a budget of €1.5m, which covered 2 calls for proposals and 2 calls for tenders:

-Call for proposal “Online and offline distribution”, meant to fund up to 10 proposals of €30k each, with the general objective of supporting music diversity and boosting the cross-border circulation of music repertoire and musicians (you can find the list of beneficiaries [here](#)).

-Call for proposal “Training scheme for young music professionals”, meant to fund up to 10 projects of €55k each. AMAEI’s “Europe in Synch” project and the “Music Publishing Summer School” which VUT and IMPALA supported are both beneficiaries (you can find the list of beneficiaries [here](#)).

-Call for tender “The feasibility study for the establishment of a European Music Observatory, and a gap analysis of funding needs for the music sector”, with a budget of €300k (more information about the call [here](#)) - IMPALA supported the winning bid by consultancies KEA and PANTEIA and is regularly consulted as a member of its advisory board. The report is being finalised and should be published late 2019/early 2020.

-Call for tender “Study on a European music export strategy”, with a budget of €300k, won by the European Music Exporters Exchange, the European association of music export bureaus (more information about the call [here](#)). This report is also being finalised and should be published late 2019/early 2020.

All of the 1<sup>st</sup> edition’s tenders are projects are ongoing and have to be completed by the end of 2019.

### ***2<sup>nd</sup> edition (some calls closed, others open or pending), 2019***

The 2<sup>nd</sup> edition of Music Moves Europe, with an overall budget of €3m was announced earlier this year.

There are 4 calls for proposals.

-1 call has already closed:

- A call for “professionalisation and training” with a budget of €900k to go to 10 projects of €90,000 each, with 80% maximum co-financing rate - IMPALA’s EU projects group submitted a project around the training of young recorded music professionals, under the name “IMPALA European Music Business Campus”. The call opened late July and closed 31<sup>st</sup> October.



The results were initially expected in February 2020 but the commission has already informed applicants that they wouldn't manage to stick to that date. (more information about the call [here](#)).

-1 call is ongoing:

- A call for “cooperation of small music venues” (€600k - 15 projects of €40,000 each, with 90% co-financing). This call closes on 16 December 2019. (more information about the call [here](#)).

-2 calls are pending:

- A call for “co-creation and co-production” (€400k - 10 projects of €40,000 each, with 85% co-financing). This call should open before the end of this year. While we don't have the details yet, it is presented in [this](#) brochure as aiming “to identify and support at least 10 innovative European music co-creation or residencies' schemes for musicians and professionals, open to all music genres and to collaborations across musical sub-genres”.
- A call for “music education and learning” (€300k - 10 projects of 30,000€ each, with 80% co-financing). This call should open before the end of this year.

-And there are also 2 calls for tenders:

- A new call for tender for a study on the “health and wellbeing of music creators” has just been launched, with a budget of €150k. It closes on 3 February 2020. (More information about the tender [here](#)).
- The call for tender on the “export of European music”, started under the first edition, will also be renewed (€400k). Based on the findings and recommendations of the first year study, the idea is to set up a scheme to experiment with the representation/promotion of European music on international music markets, festivals and conference. The call should open by the end of this year.

You can find more information about this year' calls [here](#) in the 2019 brochure. The calls are all published [here](#) and we will of course update you as soon as we get the news.

### ***3<sup>rd</sup> edition, 2020***

While the final budget is still to be confirmed, a 3<sup>rd</sup> and final edition of Music Moves Europe will take place in 2020 with a budget that should be equal to or slightly higher than the 2019 budget (€3m).



## Creative Europe

Creative Europe is the EU's framework programme for cultural and creative sectors. The current programme is running until the end of 2020. It has three sub-programmes: MEDIA for the audiovisual sector, Culture for all other sectors, and a cross-sectoral strand which includes the loan guarantee facility. See more below:

- **Culture programme**

Some music-related projects are funded via Creative Europe's Culture programme.

The aim of the Culture sub-programme is to help organisations from the cultural and creative sectors to operate transnationally and promote the cross-border circulation of works and the mobility of artists and professionals from the cultural sector.

There are 4 types of schemes:

**-Cooperation projects:** fund cross-border cooperation projects between several organisations across one or more sectors. There are small scale projects (1 project leader and at least 2 partners - maximum grant of €200k with 60% co-financing) and large scale ones (1 project leader and at least 5 partners - maximum grant of €2m with 50% co-financing). Some of the 2018 music-related projects include "[Musica Femina](#)", "[European music trails](#)", "Jazz and Interculturalism", "[We are Europe](#)", etc. (more [here](#) about the programme and [here](#) to see the list of 2018 projects)

**-Networks:** fund European networks active in the cultural and creative sectors (more [here](#)), e.g. [ECSA](#), the European Composer and Songwriter Alliance; or [LiveDMA](#), the network of small music venues.

**-Platforms:** fund operators promoting emerging European artists and programming European works (more [here](#)), e.g. [Liveurope](#), a platform of international concert venues; or [INES](#), a platform of showcase festivals.

**-Literary translation:** obviously this one is not relevant to music.

The latest call for small-scale cooperation projects closed on 27 November (see [here](#)), the next calls should open early 2020 and will be published [here](#).

- **Cross-sector programme / EU loan guarantee facility**

The EU loan guarantee scheme (called the Cultural and Creative Sector Guarantee Facility) launched in 2016 and is managed by the European Investment Fund (EIF).

The idea is to use the CCS GF to guarantee banks' loans to small and medium enterprises operating in the cultural and creative sectors. Capacity building support is also provided to financial intermediaries to enhance their knowledge and understanding of the cultural and creative sectors.

€120m were initially allocated to the fund when it was launched, to which a €60m top-up was made last year, with another top-up of €70m expected soon.



Agreements already in place across Europe are currently expected to provide over €1bn in financing to cultural and creative SMEs by 2022. 13 agreements are now in place across 10 countries:

Spain:

- CERSA (contact information [here](#))

Romania:

- Libra Internet Bank (contact information [here](#))

France:

- Bpifrance (more information [here](#), file an application [here](#))
- IFCIC (website [here](#) /contact Mr. Trichet [trichet@ifcic.fr](mailto:trichet@ifcic.fr) or Mr. Saunier [saunier@ifcic.fr](mailto:saunier@ifcic.fr))

Belgium:

- Start SA (contact information [here](#))
- PMV (contact information [here](#))

Czech Republic:

- Komerční Banka (website [here](#))

Italy:

- CDP, Cassa Depositi e Prestiti (website [here](#))

Poland:

- BGK (website [here](#))

Denmark:

- Vaekstfonden (website [here](#))

Portugal:

- CGD, Caixa Geral de Depósitos (contact information [here](#))

Sweden:

- Marginalen Bank (website [here](#) / contact Anders Karlström, Head of Communications: [anders.karlstrom@marginalen.se](mailto:anders.karlstrom@marginalen.se) / +46707353677)

To date €5.4m has gone to support loans covering 20 projects/companies in the music sector (mainly sound recording and music publishing) in Spain, France, Czech Republic and Belgium, supporting a total investment volume of €14.4m.

To apply for a loan under this scheme, you should contact one of the participating financial intermediaries in your country. If there are no agreements signed in your country, you can try contacting a financial intermediary in one of the participating countries, although chances of success are lower in that case.

For more information about the EU loan guarantee scheme, see [here](#), and don't hesitate to contact Matthieu: [mphilibert@impalamusic.org](mailto:mphilibert@impalamusic.org)



Note that the future of the loan guarantee instrument under the next generation of EU programmes 2021-2027 is unclear. While it's being moved out of the Creative Europe programme, and in theory part of a much larger funding instrument called InvestEU (a fund of funds), there is no guarantee yet that some money will be allocated to an instrument of this kind only dedicated to the cultural and creative sector, which was the initial objective of this instrument. With the help of other organisations, IMPALA has been calling - with some success - and will keep calling on the EU to ensure that part of the InvestEU money will be ringfenced for cultural and creative SMEs via a dedicated approach.

Note also that on top of loan guarantee instruments, the EU's future programme is likely to look at possible equity instruments, as we have been told by the EIF (which as explained above manages the loan guarantee instrument), and as recommended by a recent EU commissioned study on the evaluation of new financial instruments for SMEs and organisations from the cultural and creative sectors.

- **MEDIA programme**

Creative Europe's MEDIA programme is designed to support European film and other audiovisual industries. A music company seeking to fund a music documentary might be able to apply under the subprogramme "Development of audiovisual content - single projects + slate funding", which supports proposals to develop a single project or a "slate" of 3 to 5 projects (more info and calls [here](#))

#### **Erasmus +**

Some opportunities exist for staff exchange and mobility of artists and music professionals under the Erasmus + programme, which covers education (schools, higher education, adult education) and youth. It is organised around 2 key actions:

-Key action 1 provides mobility grants (single grant for individual or batch of grants for a group of people) for learners and staff, which means opportunities for students, trainees, young people, teachers, trainers, youth workers, staff of education institutions and civil society organisations to undertake a course and/or professional experience in another country

-Key action 2 supports strategic transnational partnerships/projects which address one or more fields of education, training or youth and promote innovation, exchange of experience and know-how between different types of organisations involved in education, training and youth or other relevant fields. Certain mobility activities are supported if they contribute to the objectives of the project.

Some specific criteria encourage applications from the cultural sector, for youth (e.g. "support for artistic and cultural initiatives") and for adult education ("organisations not primarily concerned with education").

For more information about Erasmus +, see [here](#) and to find calls see [here](#).



## Horizon 2020

Horizon 2020 is the EU programme for research & innovation. It has a budget of almost €80bn. A number of strands are potentially relevant to the cultural and creative sectors, but any project submitted under this programme has to be in some way related to research and innovation.

You can search for funding opportunities by using [this](#) tool. Some interesting grants might be available under the programmes “industrial leadership” or “Europe in a changing world”. For example past calls have included grants for projects on “media and content convergence”, “tools for smart digital content in the creative industries”, “support technology transfer to the creative industries”, or “Inclusive and sustainable growth through cultural and creative industries in the arts”.

The future programme starting in 2021, Horizon Europe, will have a whole cluster dedicated to the cultural and creative sectors, which should in theory open up more opportunities for music companies wanting to apply for funding in the field of research and innovation.

## COSME programme

This programme supports the competitiveness of SMEs through equity and loan guarantee instruments. However while cultural and creative SMEs are in theory eligible, since this programme does not take into account their specificity it's not an appropriate instrument for our sector (this is one of the reasons the EU loan guarantee instrument was started).

COSME has a budget of over €1.3bn and works via two main instruments : a loan guarantee facility and an equity facility for growth, both managed by the European Investment Fund.

You can look for calls [here](#).