

NEMO welcomes the proposal of the Commission and is thrilled that Creative Europe's total budget increases to 1.8 billion (+27%), which includes a 35% increase to €609 million euro for the CULTURE strand.

We are happy to see that the proposed programme will boost support for increasingly support cross-border cooperation and cross-border projects. Moreover, a focus on mobility for artists, cultural and creative operators as well as a broader approach to digital transformation of the cultural and creative sectors can be identified.

As one of the European funded culture networks, NEMO is especially delighted by the continued support for European cultural networks, since they deliver the basic infrastructure for international cultural cooperation. Through its members, NEMO supports 30.000 museums in working collaboratively across borders, facilitating access to information and best practices, and fostering European approaches and answers to shared challenges such as demographic change or digitalisation. The network also trains museums and museum professionals in aspects crucial to museum work, such as contemporary approaches to their audiences, new business models for museums, and opportunities to work internationally. As the voice of European museums the network gathers the museums' opinions, recommendations and needs, and relays them to European institutions.

Remarks to the proposal for the new Creative Europe programme:

NEMO underlines the importance of **facilitating access and participation for smaller culture operators in the EU funding programmes. Of the more than 30.000 museums in Europe, a vast majority are smaller museums, many are even volunteer-run.** Those museums are central to their local communities and their work for social cohesion in acting as a central point for exchange is pivotal for Europe. Therefore, the simplification of the administrative process envisaged is to be welcomed. Another crucial point is the **increase of the co-funding rate to 80%**, since especially small institutions have difficulties finding a co-funding budget, thus facilitating their engagement in the cooperation project strand.

Culture and cultural heritage should be mainstreamed across all relevant EU funding programmes- Horizon Europe, the Digital Europe programme, Erasmus post-2020, the European Regional Development and Cohesion - to adequately reflect its cross-sectoral value for different sectors.

Mobility scheme for capacity building

The proposed Creative Europe program for 2021-2027 announces to strengthen the cross-border dimension and circulation of European cultural and creative operators and works.

NEMO considers it important that the new program includes an equal focus on the mobility of cultural workers such as museum staff as it does on artists. Why? Because it is important that young professionals in the entry and mid-stage of their career develop their intercultural skills and benefit from peer-learning. They have different needs than artists, because as employees in organisations, they do not have the time to go abroad for months in an exchange. They have a need for short term mobilities with dedicated learning programmes.

Furthermore, we like to stress that it is important that the Creative Europe Program also takes into account the institutions behind the professional attending mobilities. The result of the mobilities should also include an institutional learning aspect that goes beyond individual training.

Digitisation

NEMO recognizes that at the national level, collections are increasingly opened up for audiences using meta-data, setting up agreements with collecting societies. From a European perspective it is important that EU programs and regulations will support a harmonized technological and legal framework to make collections accessible and usable for the largest European audience possible.

At NEMO we consider it crucial that technical capacity building and new approaches to the re-use of digital cultural heritage be a priority in the Creative Europe Program, in order to build a bridge to younger generations and permit manifold use and exchange. The aim here is to increase online access to (museum) collections Europe-wide. **The support should explicitly encourage small and mid-sized museums that have neither the means to invest in external experts, nor the additional technical and human resources necessary to adapt to the pace and requirements of digitisation.**

Measuring impact

The value of museums to today's society is no longer acknowledged only in respect of their role in safeguarding cultural heritage and preserving collective memory. NEMO points out that impact measuring is often completed by the institutions themselves. Data is available, but it is fragmented due to different measuring frameworks, approaches and languages. **It is important that the value of museums be acknowledged and put into measuring frameworks in the light of their multifaceted contribution to wider social agendas,** such as economic growth, regional development, social cohesion, learning, health and well-being, innovation, and environmental sustainability.

Therefore, NEMO suggests investing in capacity building for culture operators, in the development of adequate and creative measuring frameworks, including the development of self-evaluation tools for museums, to increase the quality and impact of their work for European Citizens.