

PROJECT

CREASUS

CreaSus will help strengthen CCIs resilience by ensuring the sustainability of their business models and guiding them to adapt to a rapidly changing environment

CreaSus reimagines the cultural and creative sectors (CCIs) by merging sustainability with management & business practices, fostering a competitive edge. CreaSus will empower CCSIs to thrive economically while enhancing the industry's resilience and diversity, guiding and supporting through innovative approaches towards profitable sustainability practices



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them. N 101120660

5

PARTNERS

5

COUNTRIES

€1 M

TOTAL BUDGET

3

YEARS



IN ONE CLICK

Coordinator	Programme	Period
Fundación Banco Santander	Creative Europe	2023-2026
Sector Cultura	Web Culture and Creativity (europa.eu)	

01

Objectives

Culture and freedom of creation play a fundamental role for the European Union and its citizens. Having a strong, dynamic, diverse, competitive, innovative and viable European cultural and creative industries ecosystem (CCIE) is essential for the EU, as it strengthens democratic values, the development of new ways of thinking, the prosperity of societies, the vitality of local areas, the quality of the living environment and the wellbeing of individuals

02

Solutions

CreaSus puts environmental and social sustainability at its centre, and will contribute to the identification of impacts and opportunities of CCSIs by designing and developing: A sustainability self-assessment tool; Actions for sustainable transformation; A funding framework roadmap to analyse different funding schemes to provide CCSIs with clear guidelines on how to grow and develop; A capacity-building program for CCSIs management bodies to help them identify challenges and opportunities.

03

Impacts

At least 90 CCIs from 10 EU countries will take on their sustainability self assessment and reflect on how to integrate sustainability practices. CreaSus will support at least 20 entities to get funding for their sustainability projects. Three years after the project tends CreaSus platform is expected to have a regular number of users of 140 CCIs of at least 14 EU countries and to have led a total of 40 cross-border collaborative practices.