All CCS and Cross-sectoral All Europe Countries Finance Resilience through Finance Finances

Discover Sustainable Financing through 5 short videos by Creative FLIP

CREATIVESUNITE

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The CCS operate in a complex environment where artistic vision must be balanced with financial sustainability, strategic management, and societal impact. To support cultural entrepreneurs, organisations, and professionals navigate these challenges, the Creative FLIP video series provides accessible insights into financing, business models, organisational values, and impact investing.

Across five short thematic videos, the series encourages cultural organisations, artists, and creative entrepreneurs to step back and reflect on how they build sustainable, resilient, and value-driven organisations in practice.

Rather than treating finance as a stand-alone topic, the series situates it within the broader strategic management of cultural organisations. It highlights the importance of developing sustainable business models, diversifying income streams, and establishing a healthy financing mix that combines both internal and external sources of funding.

Closely linked to this is the question of the business model itself. The videos invite CCS professionals to reflect on how value is created, who their audiences and clients are, how organisations

function on a day-to-day level, and how income is generated. Regularly revisiting these questions can help organisations adapt to changing contexts and strengthen their long-term sustainability.

The series also looks at how financing needs differ depending on an organisation's legal structure, stage of development, and position within its lifecycle. It underlines that different types of finance may be more appropriate at different moments, making early reflection and strategic planning essential before engaging in a financing journey.

Another key theme is the role of values. Cultural and creative organisations are often deeply value-driven, and the videos encourage them to clearly articulate these values when engaging with financiers. This perspective shifts the focus from "what can I receive from a funder?" to "what value do I bring to a potential partner?"

Finally, the series introduces impact investing as an emerging approach that connects financial support with social and cultural impact. For many CCS actors, this offers an opportunity to align their mission-driven work with investors seeking meaningful and measurable change.

Explore all the videos here.

The videos were curated and produced by IDEA Consult and ECHN under the Creative FLIP project.