



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

Navigating Finance in the Cultural and Creative Sectors

Highlighting the importance of financial literacy for artists, creative organisations, and collectives seeking to sustain and grow their work by bringing together practical articles, case studies, tools, and videos that help creatives better understand, access, and combine different sources of funding.

We all need money to sustain ourselves and our work. Your artistic vision might come first, but financial know-how is just as important. Whether you're an independent maker, a creative organisation, or part of a creative collective, understanding how to access, plan for, and manage finance is essential to unlock new possibilities for your work, grow your impact, and strengthen your long-term sustainability. That is where the Finances section comes in.

[In this section](#), you find a growing collection of articles, guides, case studies, practical tools, tips, and curated resources to support your financial journey. All content offers tailored information and inspiration, helping you to find your own financing mix and becoming less dependent on only one or two financing sources.

The case studies offer insight into different strategies for new and successful financing mixes. These are real experiences from peers who have gone through financing journeys. The challenges they faced, the strategies they used, and the lessons they learned. The videos help to reflect on why you need finance, define what values you bring to the table, and thinking through how different forms of support (grants, loans, crowdfunding, partnerships) can align with your goals.

The “So You Need Money” Tool: Your Starting Point

Finding money for your creative work can feel like navigating a maze. That is why we set up the interactive [“So You Need Money” tool](#). This guide helps you discover financing sources that match your specific needs and situation, whether you seek support for a project, look to bridge a funding gap, or planning long-term growth.

By answering a few questions, why you need money, what stage you are, and what type of organisation or activity you are, the tool will generate a personalised overview of funding opportunities from regional, national, and private sources that are relevant to you. This is more than a list of funds. It’s a starting point for strategy that helps you understand who might fund your creative endeavour, what they’re looking for, and how you can prepare yourself to make a strong approach.