EU Cultural Policy Priorities and Actions

ERRIN Design Days, 14.11.2018

European Commission, DG EAC,
Barbara Stacher, barbara.stacher@ec.europa.eu

Maastricht Treaty (1993):

the EU "shall contribute to the **flowering**
the cultures of the Member States, while
respecting their **national and regional**
diversity and at the same time bringing
common heritage to the fore".

The “cultural” momentum

- **G7 for Culture Ministers** on "*Culture as an instrument of dialogue among peoples*” (Florence, January 2017)
- **Leaders' meeting** (Gothenburg, November 2017)
- The **European Year of Cultural Heritage 2018**
- **Davos Declaration**: *European Ministers of Culture call for a policy of high-quality Baukultur* (January 2018)
- European Commission: **New European Agenda for Culture** (May 2018)
- Council of the EU:
  - **Conclusions on bringing cultural heritage to the fore across EU policies** (May 2018)
  - **Work Plan for Culture 2019 -** (Discussions with EU Member States at the Council’s Committee for Cultural Affairs)

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

The “cultural” momentum

Education and culture are the key to the future – both for the individual as well as for our Union as a whole.

*It is how we turn circumstance into opportunity, how we turn mirrors into windows and how we give **roots** to what it means to be 'European', in all its diversity…. we must seize the opportunity and make sure education and culture are the **drivers for job creation, economic growth, social fairness and ultimately unity**.*

(President Juncker, 14 November 2017)

European Year of Cultural Heritage

10 EUROPEAN INITIATIVES • 4 PRINCIPLES

ENGAGEMENT

1. **Shared heritage:** cultural heritage belongs to us all
2. **Heritage at school:** children discovering Europe's most precious treasures and traditions
3. **Youth for heritage:** young people bringing new life to heritage

SUSTAINABILITY

4. **Heritage in transition:** re-imagining industrial, religious, military sites and landscapes
5. **Tourism and heritage:** responsible and sustainable tourism around cultural heritage

PROTECTION

6. **Cherishing heritage:** developing quality standards for interventions on cultural heritage
7. **Heritage at risk:** fighting against illicit trade in cultural goods and managing risks for cultural heritage

INNOVATION

8. **Heritage-related skills:** better education and training for traditional and new professions
9. **All for heritage:** fostering social innovation and people's and communities participation
10. **Science for heritage:** research, innovation, science and technology for the benefit of heritage

OUR HERITAGE:
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2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

What's new?

- The new EU-budget *(Commission proposal, 2.5.2018)*
- The New European Agenda for Culture, *22.5.2018*
- The New Creative Europe programme and other programmes relevant to CCS
- New Council Work Plan for Culture *(to be prepared)*

The New European Agenda for Culture, *22.5.2018*

https://ec.europa.eu/culture/news/new-european-agenda-culture_en

Date: in 12 pts

The New European Agenda for Culture, *22.5.2018* - ***SOCIAL***

Creative Europe @europe_creative · May 22

1: Social

- ✅ #Mobility scheme for #artists
- ✅ Social inclusion through #culture, incl. refugees & migrants
- ✅ Developing #urban cultural & #creative spaces
- ✅ #Research on cultural cross-overs, incl. health & well-being

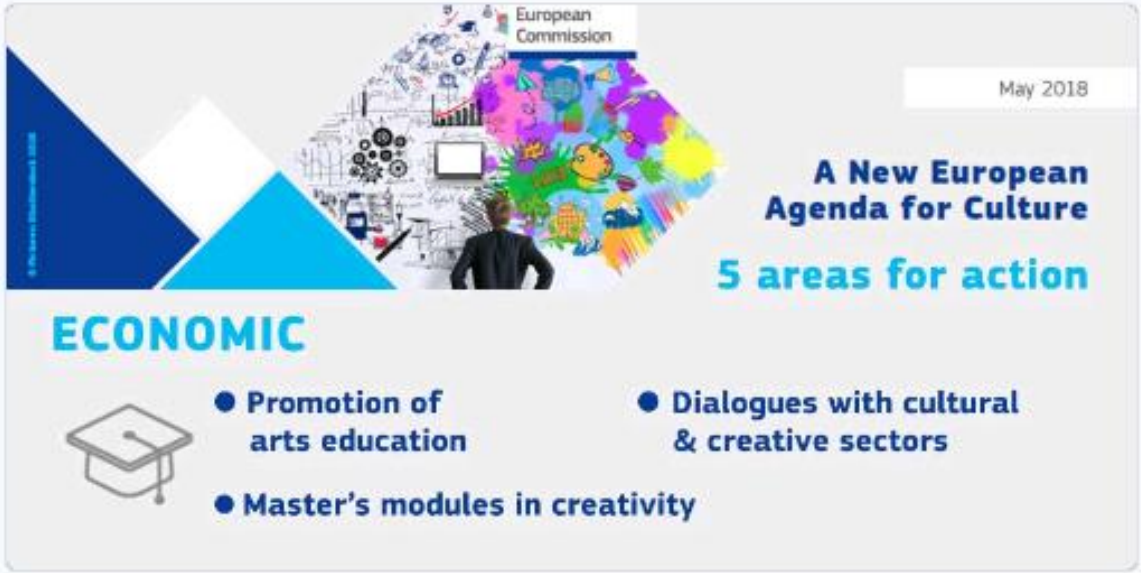
e: in 12 pts

The New European Agenda for Culture, *22.5.2018* - ***ECONOMIC***

Creative Europe @europe_creative · May 22

2: Economic

- ✅ Promotion of arts education, incl. assessment by @OECD
- ✅ Master's Modules in #creativity
- ✅ Dialogues with cultural & creative sectors, in the context of a renewed Industrial Policy Strategy



Date: in 12 pts

European Commission

The New European Agenda for Culture, *22.5.2018* – ***CULTURAL HERITAGE***

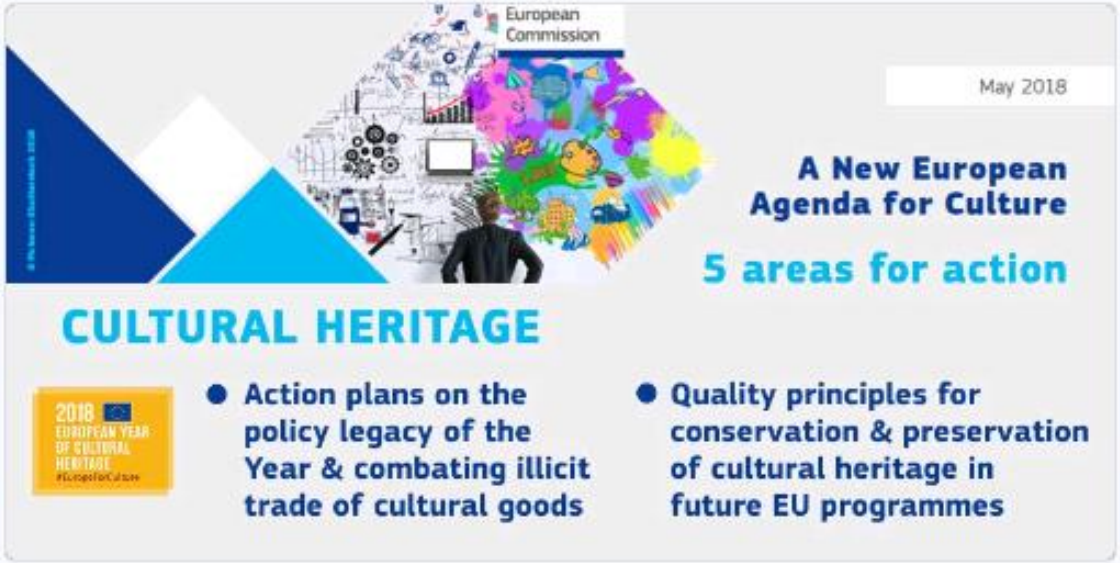
Creative Europe @europe_creative · May 22

4: Cultural #Heritage

✅ 2 new Action Plans: Legacy of the European Year of #CulturalHeritage & combating illicit trade in cultural goods

✅ Quality principles for conservation/restoration of Cultural Heritage to be included in future EU programmes

#EuropeForCulture



Date: in 12 pts

The New European Agenda for Culture, *22.5.2018 -* ***EXTERNAL***

Creative Europe @europe_creative · May 22

3: External

✅ Enhanced support for #culture in the #WesternBalkans, #EasternPartnership, African Caribbean & Pacific countries

✅ Launch of European Houses of Culture in partner countries

#EUculturalrelations #CulturalDiplomacy

Date: in 12 pts

The new proposed EU budget, *2.5.2018*

https://ec.europa.eu/commission/sites/beta-political/files/budget-proposals-investing-people-may2018_en.pdf

The Commission proposes an ambitious budget of **1.85 billion EURO.**

This figure corresponds approximately to an **increase of 27 %** in comparison to the current programme **(+ 35% for the Culture part alone).**

Creative Europe @europe_creative · May 2

With a budget of €650 million, the new #CreativeEurope programme ensures continuous strong support for Europe's #cultural & #creative sectors 😀 🎭 🎶

Read the full proposal here ➡ ec.europa.eu/commission/sit...

- The new **Creative Europe** Programme

  https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52018PC0366&from=EN

- The new EU Research programme **Horizon Europe**

  https://ec.europa.eu/commission/sites/beta-political/files/budget-may2018-horizon-europe-regulation-annexes_en.pdf

  European innovation ecosystems*: Connecting with regional and national innovation actors and supporting the implementation of joint cross-border innovation programmes by Member States and associated countries, from the enhancement of soft skills for innovation to research and innovation actions, to boost the effectiveness of the European innovation system. This will complement the ERDF support for innovation eco-systems and interregional partnerships around smart specialisation topics.*

- The new **InvestEU** programme:

  https://ec.europa.eu/commission/sites/beta-political/files/budget-may2018-investeu-regulation_en.pdf

  The InvestEU Programme should also contribute to the support of European culture and creativity. The InvestEU Fund should operate under four policy windows, mirroring the key Union policy priorities, namely sustainable infrastructure; research, innovation and digitisation: SMEs; and social investment and skills. It will also support cultural activities with a social goal.

- The new **Digital Europe** Programme

  https://ec.europa.eu/commission/sites/beta-political/files/budget-june2018-digital-europe-annex_en.pdf

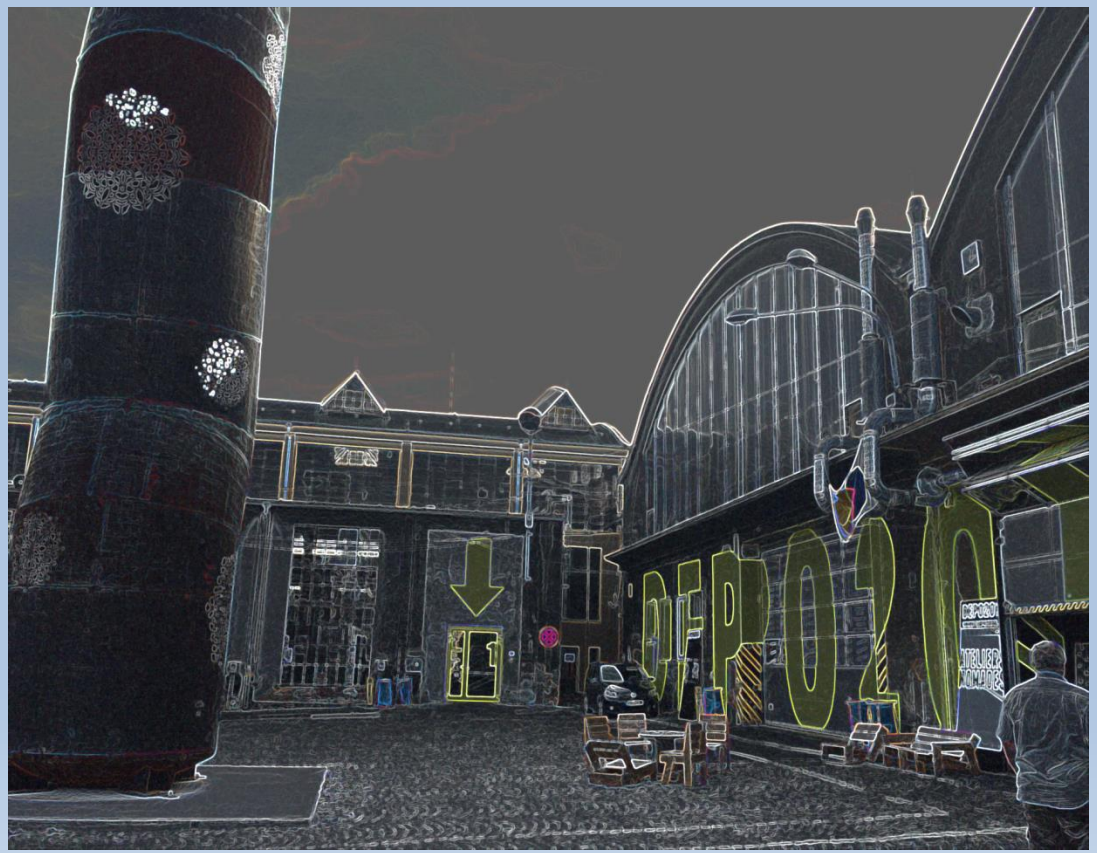
  Concerning education and culture, it will provide creators and creative industry in Europe with access to latest digital technologies from AI to advanced computing. Exploit the European cultural heritage as a vector to promote cultural diversity, social cohesion and European citizenship. It will also establish a network of Digital Innovation Hubs.

The New European Agenda for Culture, *22.5.2018 –*
DIGITAL4CULTURE

Digital4Culture

- The creation of **heritage digitisation centres** across the EU
- A new **EU Film Week** to make European films available to schools across Europe
- A new pan-European network of **Digital Innovation Hubs**
- **Mentoring** schemes for audiovisual professionals, particularly women

What else?



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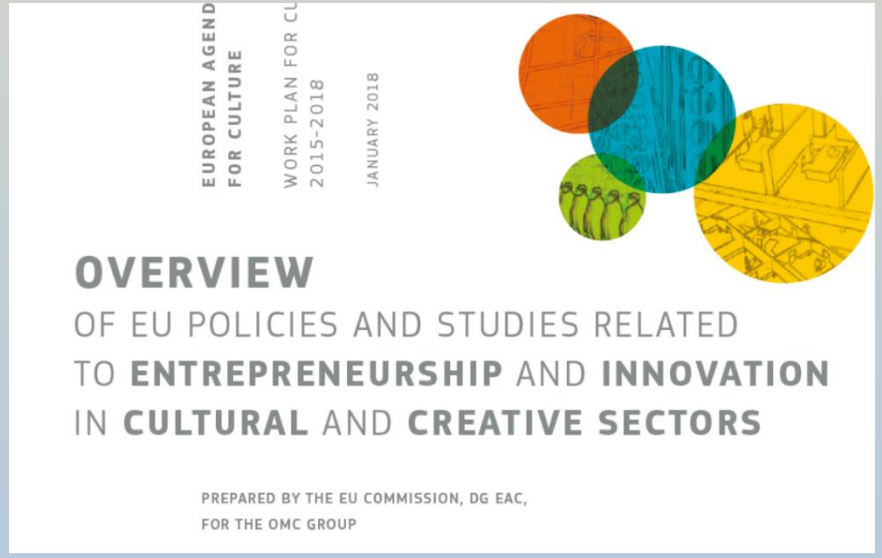
CCIs role is increasingly **appreciated**:

More than **70 EU regions** have chosen CCIs as a priority of their **smart specialisation strategies** supported by regional funds,

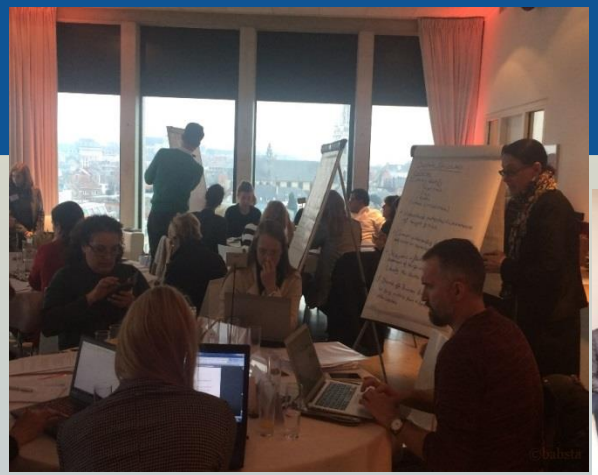
recognising them as a **driver for regional growth and locally-rooted jobs**.

European Commission



https://publications.europa.eu/en/publication-detail/-/publication/1c3f87fa-2e5a-11e8-b5fe-01aa75ed71a1/language-en

*RECENT EXAMPLE: OMC - "Role of public policies in developing **entrepreneurial and innovation potential** of the **cultural and creative sectors**", 2016-17*



- Group worked "**accross the silos**" (1 culture ministry/1 econ. ministry representative per country)
- **innovative methods** (world café format group discussions, co-creation)
- **innovative venues** (in creative hubs or similar buildings in different countries which offered to organise, linked to ECOCs, study visits,…)
- **Silo challenges** (where to *present the final report,…)*

OMC Report "Public Policies for Innovation and Entrepreneurship in CCS"

new visions for

- **an inclusive and innovative society**
- **economic policy recognizing the value of the small**
- **dialogue, co-creation and experimentation**

Some recommendations from the OMC Report "Public Policies for Innovation and Entrepreneurship in CCS"

Territorial chapter:

Fully involve stakeholders and creators in the cultural and creative sectors for innovative **place-bound development**

Develop creative, innovative tools to integrate the **local populations**

Facilitate access to **empty non-used spaces** and **support bottom-up approaches** for creative innovation initiatives

Develop **CCS support structures as hubs for international innovation knowledge transfer and mobility**

Public bodies should take on a pioneering role in cross-sectoral innovation and the integration of cultural and creative sectors

Public bodies should exchange more knowledge on the added value of cultural and creative sectors' know-how and deepen insight into good practices

European Commission

NEW - policy project
"Cultural and Creative Spaces and Cities", funded under the Cross-Sectoral Strand of Creative Europe

Timing: **started end-2018**, for 2 years, 1,5m€

Objectives:

bring closer together **cultural and creative spaces** and local **decision-makers**,

help to better valorise **public spaces** for **social and urban regeneration** through **culture**,

share best practice concerning **social inclusion** and the relations of cultural and creative spaces with their **neighbourhoods**

explore and share best practice of cultural and creative spaces with aspects of the **collaborative economy** and **innovative models** for the **delivery of public services**.

https://ec.europa.eu/culture/calls/2017-s23_en

PARTNERS

TRANS EUROPE HALLES

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hablarenarte:

Co-funded by the Creative Europe Programme of the European Union

URBAN LABS | THEMES

1. **Changemakers and Smart Cities**, Sweden.
2. **Public Spaces and Commons**, Greece.
3. **City Cooperation for Regional Development**, Sweden.
4. **City Property, Public Property and Commons**, Finland.
5. **Communities for Urban Regeneration**, Romania.
6. **Reshaping Cities through Activism and Art Practices**, Spain
7. **Creativity and Digital Technologies as Drivers of Change in Cities**, Slovakia.

TRANS EUROPE HALLES

EUROPEAN
CREATIVE HUBS
NETWORK

Co-funded by the
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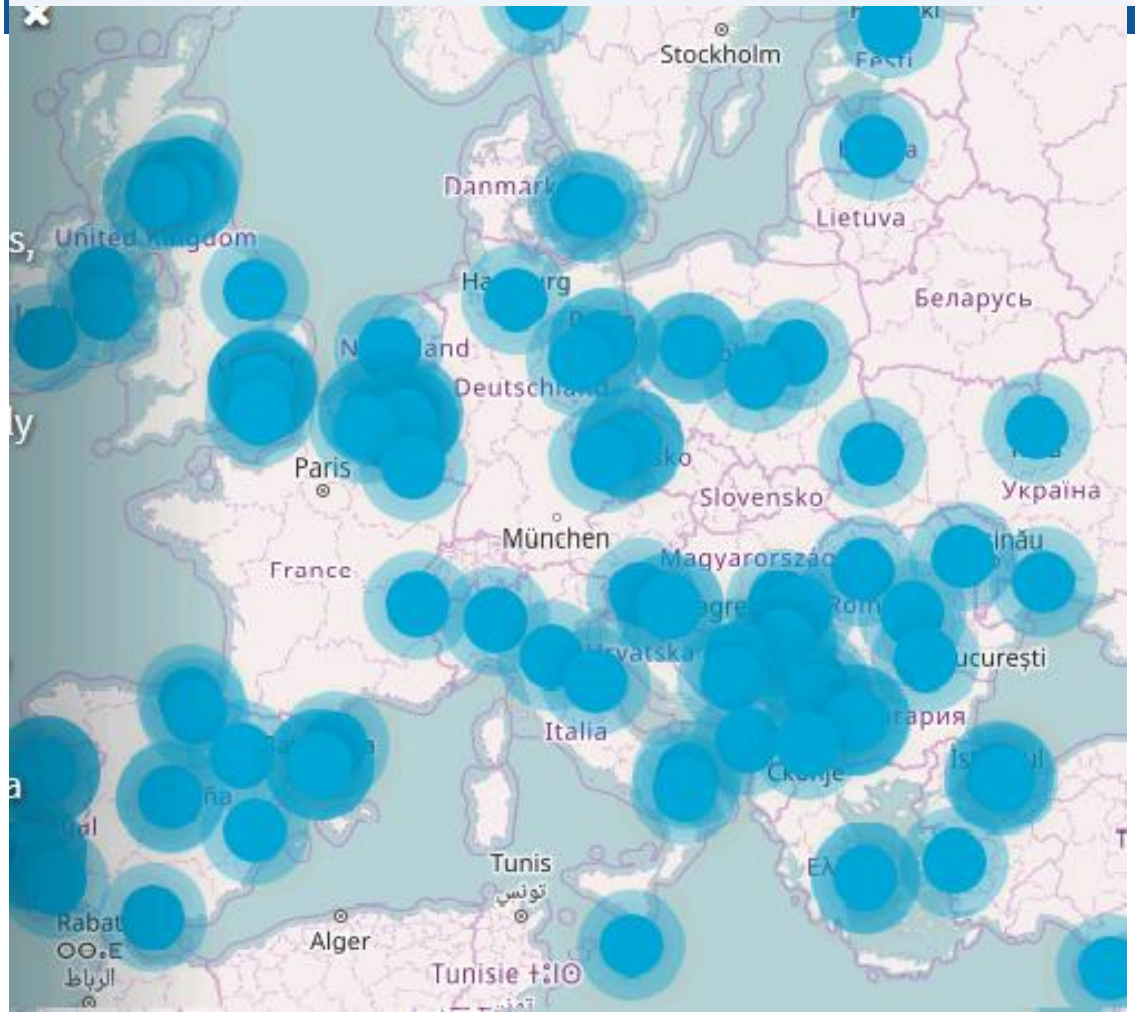

http://creativehubs.eu/

European Commission

NEW - policy project "FLIP (Finance, Learning, Innovation and Patenting) for CCIs", EP Pilot Project 2018

Timing: to start early-2019, 2 year project), 1m€

Objectives:

- Define and test policies and actions for sustaining and developing CCIs,
- Generate cross-sectoral benefits and spill-overs in the different areas and sectors CCIs interface with

Areas of action:

- skill classification model for CCIs
- CCI-skills and traditional education and skills development systems
- Recognition of intangibles for CCI loans
- Patenting

https://ec.europa.eu/culture/calls/pilot-project-cultural-and-creative-industries_en

Commission européenne

Creative Europe Loan Guarantee Facility

- Loans to organisations operating in the CCS
- Market driven guarantee, banks investing in portfolios of loans
- Capacity-building for banks: non-financial leverage
- Managed by the EIF (European Investment Fund)
- € 121 million fund raising credits for up to € ca.700 M to the benefit of SMEs in CCS

https://ec.europa.eu/programmes/creative-europe/cross-sector/guarantee-facility_en

European Commission

Other:

Culture in Cities portal

Strategies and policies. EU Member States are responsible for their own culture-sector policies. The role of the European Commission is to help them address the challenges they all face: the impact of the digital shift, changing models of cultural governance, and the need to promote innovation in the cultural and creative sectors.

https://ec.europa.eu/info/eu-regional-and-urban-development/topics/cities/priority-themes/culture-cities_en

European Commission: EU research & innovation for and with cities, Mapping Report 2017

The report looks at different research and innovation policy actions for cities and also includes actions under Creative Europe, cohesion policy, sustainable urban development, energy, the urban agenda, research and development and other information.

https://publications.europa.eu/en/publication-detail/-/publication/9fb7a8ce-aefa-11e7-837e-01aa75ed71a1/language-en/format-PDF/source-43445383

Skills and CCS

- Integrating **entrepreneurial skills** into European curricula

- Supporting **lifelong learning** of creative and cultural entrepreneurs
  - Skills Agenda for Europe
  - Erasmus+
  - Erasmus for young entrepreneurs

- Modules for **Master Degrees in Arts** and Science (Creative Europe, Cross-sectoral strand) to foster cross-sectorial curricula and policy innovation combining technology and the arts (to start end-2018)

https://ec.europa.eu/digital-single-market/en/news/call-proposals-modules-master-degrees-arts-and-science

Currently, we are busy working on the **new Work Plan for Culture**

…discussions with EU Member States at the Council of Cultural Affairs

Thank you!

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