



Council of the
European Union

Brussels, 10 November 2014
(OR. en)

14752/14

CULT 121
AUDIO 64
SOC 758
COMPET 605
EMPL 149
TOUR 23
TELECOM 197

NOTE

From: General Secretariat of the Council
To: Permanent Representatives Committee/Council

Subject: Reinforcing the contribution of cultural and creative sectors, including cultural heritage, to the goals of the Europe 2020 strategy
- *Policy debate*
[Public debate pursuant to Article 8(2) CRP [proposed by the Presidency]]

After consulting the Cultural Affairs Committee, the Presidency has drawn up the attached discussion paper as a basis for the policy debate at the Education, Youth, Culture and Sport Council meeting on 25 November 2014.

**Reinforcing the contribution of the cultural and creative sectors,
including cultural heritage,
to the goals of the Europe 2020 strategy**

Presidency discussion paper

I. Mid-term review of the Europe 2020 strategy

The Europe 2020 strategy is the EU's long-term growth and jobs plan. It was launched in 2010 with the aim to revamp the European Union's economy in a “**smart, sustainable and inclusive**” way. The strategy tackles in a **horizontal** way a **wide range of policies** whilst focusing on the ultimate objectives of growth, employment and competitiveness.

In March 2014, the Commission published a Communication which takes stock of the Europe 2020 strategy¹ in order to assess the implementation of the strategy at European and national levels four years after its launch. The communication paved the way for a public consultation launched in May 2014. On the basis of the contributions received during the public consultation, the Commission's own reflections and other inputs received, the Commission will present proposals for the mid-term review of the Europe 2020 strategy in time for discussion at the spring 2015 European Council.

¹ doc. 6713/14

The Council will also contribute to the preparation of the review of the strategy as set out in the 18-month programme of the Council². Given the overarching nature of the strategy, the three Presidencies decided that the strategy will be addressed in all relevant Council formations, including in the culture area where the Council will be discussing the contribution of the cultural and creative sectors, including cultural heritage, to the goals of the Europe 2020 strategy.

As stated in its roadmap³, the Italian Presidency will summarise contributions of all ministerial debates and present this summary to the December **General Affairs Council** and subsequently to the **European Council**.

II. Cultural and creative sectors and the Europe 2020 strategy

Although culture is not directly mentioned in the strategy, cultural and creative sectors have proved they can generate substantial growth and jobs. The contribution of culture to the goals of the strategy - smart, sustainable and inclusive growth - is outlined in 2011 Council conclusions⁴ and has become increasingly evident in recent years.

Despite the crisis, the European cultural and creative sectors have continued to create value, whilst **contributing to growth and preserving employment**. The sectors proved resistant to the economic and financial crisis and at the same time seized the opportunities of digital shift by developing new business models. In 2011, the core creative industries accounted for approximately 4.4% of total European GDP and 3.8% of total European workforce⁵. In addition, cultural and creative sectors act as catalysts for innovation in the wider economy and society and culture is gradually becoming a reliable socio-economic resource in constant expansion.

² doc. 11258/14

³ doc. 11654/14

⁴ 2011 Council conclusions on the contribution of culture to the implementation of the Europe 2020 strategy (OJ C 175, 15.6.2011, p.1).

⁵ Study by TERA Consultants (2014).

In this framework the cultural and creative sectors, together with cultural heritage (tangible, intangible and digital), represent a strong point of the European development model. They represent a **competitive advantage** towards the rest of the world, they are a **source of creativity** which leads to **innovation**, which is key in keeping European business competitive on a global scene.

Recognising and promoting the innovation potential of the cultural and creative sectors can greatly contribute to the attainment of the Europe 2020 goals of smart, sustainable and inclusive growth.

It is therefore necessary now, when taking stock of the achieved progress, to seize the opportunity of the mid-term review and explore new sources of sustainable growth. An EU growth strategy for the 21st century should not ignore the potential the cultural and creative sectors represent for achieving economic, cultural, social and environmental goals.

III. Common point between culture and the Europe 2020 strategy: transversal approach

It is particularly important to emphasize the transversal dimension of culture, which fits well with the transversal approach of the Europe 2020 strategy. Culture contributes to several drivers for growth – innovation, the digital economy, employment and youth, industrial policy, poverty and resource efficiency - and is in turn affected by decisions in other policy areas. The peculiarly transversal character of the cultural sector can reinforce the effectiveness of the whole strategy, provided that an integrated approach is adopted at all levels.

In this regard, it is crucial to increase the awareness and the involvement of European citizens and stakeholders in a solid framework that provides for development and implementation of integrated policies. Cultural heritage is an example of a virtuous circle between participatory governance, integrated policies and high socio-economic returns.

IV. Examples of culture's contribution to growth and jobs

A stronger interaction between **tourism and cultural policies** as well as **between training, research and innovation policies** can guarantee sustainable growth in the tourism sector. This will also contribute to the preservation of the cultural heritage for future generations and promote the general well-being of our societies, by investing in our cultural identities and traditions. We have an opportunity to trigger a 'virtuous circle' of long-term growth within a highly competitive global market in which European excellence is unquestioned.

The **audiovisual sector** is crucial not only for growth and employment but also for the role it plays in promoting cultural and linguistic diversity in Europe. The audiovisual sector is deeply involved in the digital shift and the integration between e-infrastructures, cultural content and web services. The modernisation of the European copyright framework and the creation of an effective digital single market, as announced by the new Commission, will be essential for the growth of European audiovisual service providers and for remuneration of European content creators. Similarly, investing in the media literacy of European citizens and increasing public access to European film heritage, also through digitisation campaigns of European audiovisual archives, will contribute to the promotion of European cultural diversity and to the development of the potential market. The audiovisual industry must therefore be regarded as a priority sector on the European Union's economic and cultural agenda.

New digital cultural products such as e-books and audiovisual products are a new field in which our cultural, economic and fiscal policies now need to converge. We must adopt a coherent and shared approach that puts digital products and their traditional equivalents, e.g. e-books and printed books, on the same level. It will be essential to overcome the technical, fiscal and regulatory barriers that hinder this new market if we are to ensure its prosperity and fully grasp the economic opportunity it offers to our cultural policies.

V. Integrating cultural aspects in the growth and jobs agenda at EU level

As described above, there is a widespread understanding of what culture can bring to society in terms of smart, sustainable, inclusive growth, which is backed by national and European statistical data. It also seems increasingly clear that the cultural and creative sectors must make a major contribution to the successful completion of the digital single market, as well as to the EU's initiatives in the areas of industrial policy and innovation. The question now - at the time of the mid-term review of the Europe 2020 strategy - is to what extent there is a need for cultural policies to be part of the EU growth and jobs agenda.

Against this background, Ministers are invited to answer the following questions:

1. *How can the cultural and creative sectors contribute in practice to the attainment of the “smart, sustainable and inclusive growth” foreseen by the Europe 2020 strategy? Is there any added value in involving culture, audiovisual and creative sectors more directly in the Europe 2020 strategy, for instance through a contribution to the annual European semester?*
2. *How can Member States engage with their stakeholders to stimulate social and economic innovation through the cultural and creative sectors?*

In order to give all Ministers an opportunity to contribute, interventions will be restricted to **3 minutes** maximum.
