

Brussels, 22 November 2024
(OR. en)

15444/24

CULT 114
AUDIO 105
DIGIT 233
SOC 842
EMPL 577
FIN 1017

NOTE

From: General Secretariat of the Council
To: Delegations

Subject: AOB for the meeting of the Education, Youth, Culture and Sport Council on 25 and 26 November 2024:
Supporting cooperation and content creation in cultural and creative sectors at the EU level
- Information from Austria, Bulgaria, Cyprus, Czechia, Estonia, France, Finland, Germany, Greece, Ireland, Latvia, Lithuania, Slovakia, Slovenia and Spain

Supporting cooperation and content creation in cultural and creative sectors at the EU level

Information from Austria, Bulgaria, Cyprus, Czechia, Estonia, France, Finland, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Slovakia, Slovenia and Spain

The Creative Europe Programme has been, and continues to be, an essential instrument for protecting cultural diversity, promoting cultural heritage and creativity and nurturing the audiovisual sector in Europe. As the only European programme specifically designed to support cooperation and content creation among cultural and creative organisations and professionals, it effectively captures the unique essence of the sector.

By providing tools for cross-border cooperation, mobility of cultural professionals and circulation of high-quality cultural content, the programme significantly contributes to the **intrinsic value of culture**. Culture plays a vital role in safeguarding our community of values, enriching our common European identity and enhancing social cohesion, while fostering innovation and competitiveness.

The audiovisual sector in Europe is artistically thriving largely due to cooperation, co-productions, content creation, talent exchange and networking. In terms of content dissemination, cinemas and festivals are important tools offering cultural and linguistic diversity to the European and international audiences. This carefully balanced ecosystem, developed and sustained by the Creative Europe Programme, creates considerable value for various stakeholders and creative talents across and beyond Europe, as well as economic benefits.

In light of the ongoing digital transformation of the industry and the technological innovations, such as artificial intelligence, that are addressed and tackled by many other EU instruments, **we firmly believe that it is crucial to continue supporting cooperation and content creation in the cultural and creative sectors at EU level. This support should be visible, inclusive and sustainable, with creativity and cultural diversity at its core.** The need for such cooperation at the EU level has never been more pressing, especially in the context of ongoing digital transformation, recovery from the pandemic, and rising geopolitical tensions.

It is also important to note that the benefits of such cooperation extend well beyond the cultural and audiovisual sectors, strengthening the resilience of our societies against hostile actors. It fosters a sense of belonging and civic engagement among citizens, which is essential for upholding our common democratic values.

In conclusion, to address the significant challenges ahead, the cultural sector and creative industries, including the audiovisual sector, require highly visible sector-tailored EU incentives. Such incentives supporting cultural cooperation and content creation will ensure that strategies and funding priorities can adapt swiftly to meet the evolving demands of the sector.