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CULT 96
INTER-REP 58

NOTE

From:	General Secretariat of the Council
On:	14 July 2026
To:	Delegations

Subject:	Report by the Open Method of Coordination (OMC) group of member states' experts on the green transition of the cultural and creative sectors – Presentation by the co-Chairs of the OMC groups
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Following the meeting of the Cultural Affairs Committee on 14 July 2026, delegations will find in Annex the presentation made by the co-chairs of the OMC group in the subject.

This document contains a presentation by an external stakeholder and the views expressed therein are solely those of the third party it originates from. This document cannot be regarded as stating an official position of the Council. It does not reflect the views of the Council or of its members.



Cultural policy and sustainability at EU level

- 2018 - **New European Agenda for Culture**, Commission emphasised the **cultural dimension of sustainable development**.
- 2019 - **Council Resolution** on the **cultural dimension of sustainable development**.
- 2020 - Council's **EU Work Plan for Culture 2019-2022** was amended to include 'culture as a driver for sustainable development' as an additional priority.
- 2023 – Council's **EU Work Plan for Culture 2023-2026**.
 - Priority 1 - Artists & cultural professionals.
 - Action: **OMC on Stimulating the green transition of the CCS**
 - Priority 3 - Culture for the planet.
- 2026 – Preparation of Council's **EU Work Plan for Culture 2027-2030.....**



Mandate - OMC Greening the CCS

‘The underused power of culture’ in the context of the Green Deal goals

- 42 experts from 22 EU Member States, (Culture & Environment/Climate Ministries).
- DG EAC, EACEA, DG CLIMA, DG ENV, DG ENER, DG RTD, DG GROW, DG CNECT.

Rationale: *The CCS must not be left behind in the green transition. They must be empowered to reinforce their contribution to a sustainable future and play an active role in the green transition, climate action and Europe’s recovery.*

Twofold challenge:

1. Supporting the CCS in the green transition – good practices and challenges.
2. Empower arts and culture to contribute to positive attitudes and practices towards a sustainable future.



Building on previous OMC reports and studies

OMC - Strengthening cultural heritage resilience for climate change (2022)

OMC - The Cultural Dimension of Sustainable Development (2023)

Greening the Creative Europe programme (2023)

Voices of Culture report Culture and Creative Sectors and Industries driving Green Transition and facing the Energy Crisis (2023)



Methodology

- ✓ Group exchanges & exercises at meetings.
- ✓ Input from external experts.
- ✓ Structured data collection (2 surveys):
 - **Policy makers: 31 replies (19 MS)**
 - **CCS agents and institutions: 170 replies (19 MS)**
- ✓ Analysis of recent greening policies, strategies and initiatives developed at local, national and EU levels.



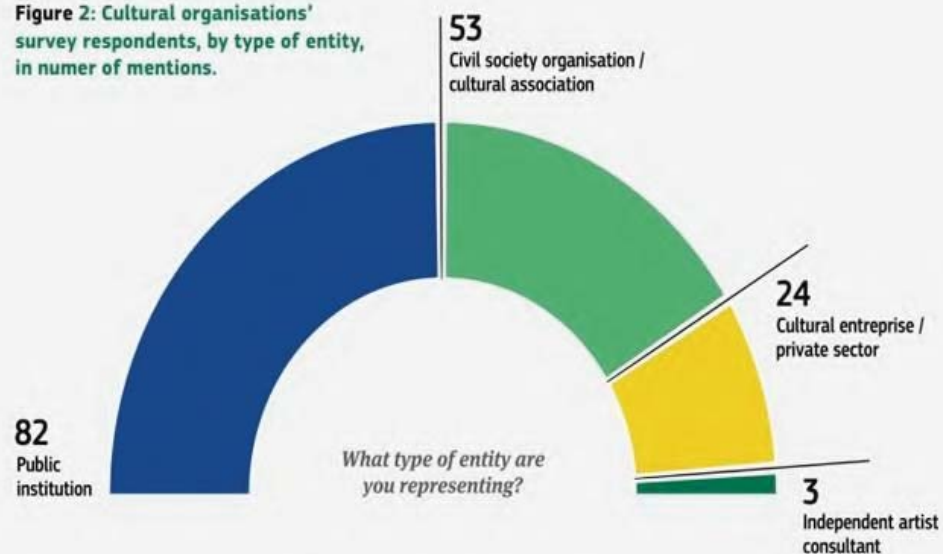
Recommendations...

- *Highlight effective, replicable, good practices.*
- *How to bring good practices to the next stage.*
- *Strengthen integration of culture in environmental strategies.*

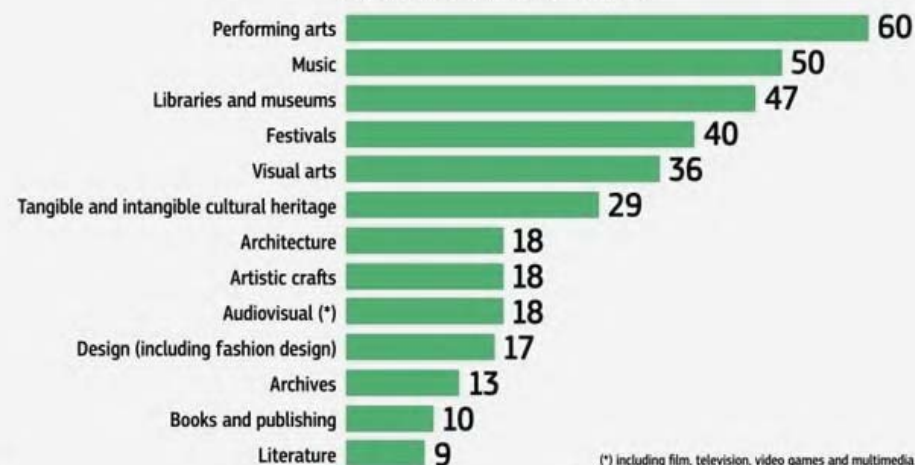


Survey - a varied (selected) sample

Figure 2: Cultural organisations' survey respondents, by type of entity, in number of mentions.

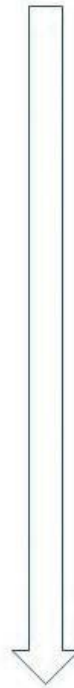


What subsector(s) of the CCS is your organisation working in?



(*) including film, television, video games and multimedia

Report structure



- **ENGAGE**

Empower culture and creativity as **drivers of change**

- **ASSESS**

Effectively use **tools** and **data** for informed decision-making

- **TRANSFORM**

Scale up good practices from the field

- **STIMULATE**

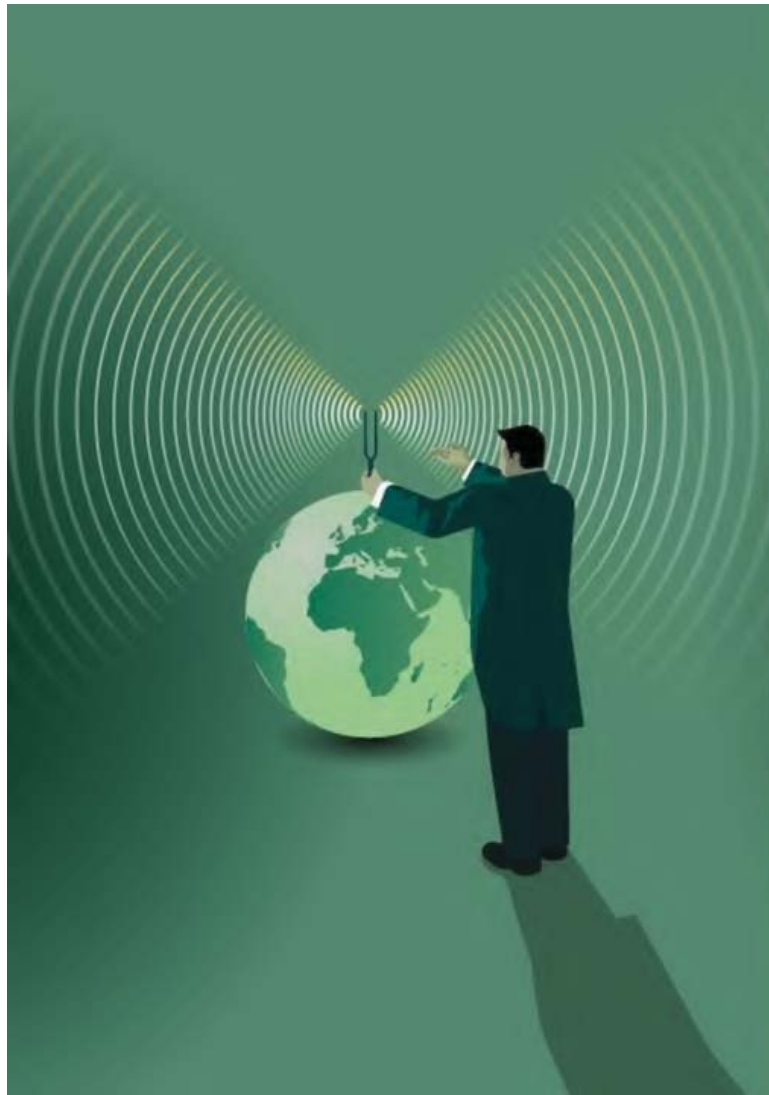
Enable CCS through **policies** and institutional **action**

- **AMPLIFY**

Cooperate and **learn**

- **ADVOCATE**

Mainstream the CCS into **national** and **EU** climate action



Engage

*Empowering culture and
creativity as drivers of change*



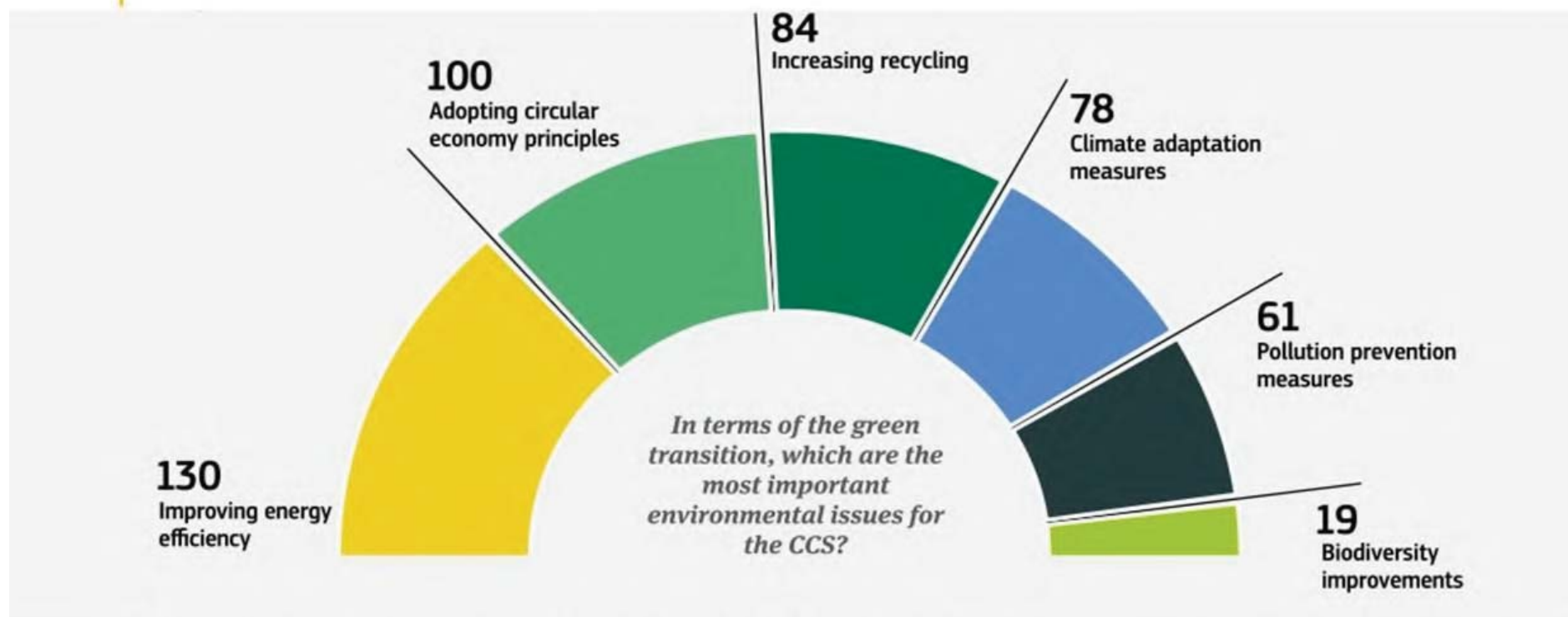
Engage – Focus areas

Why should CCS engage?

- 1-3% of the total industrial environmental impact (digitisation, transportation, mobility, throwaway mentality, travel of the audiences). This is increasing.
- Limited access to support, heterogeneity of the sector.
- Crucial in shaping behaviours and reinforce our sense of shared responsibility towards the environment.

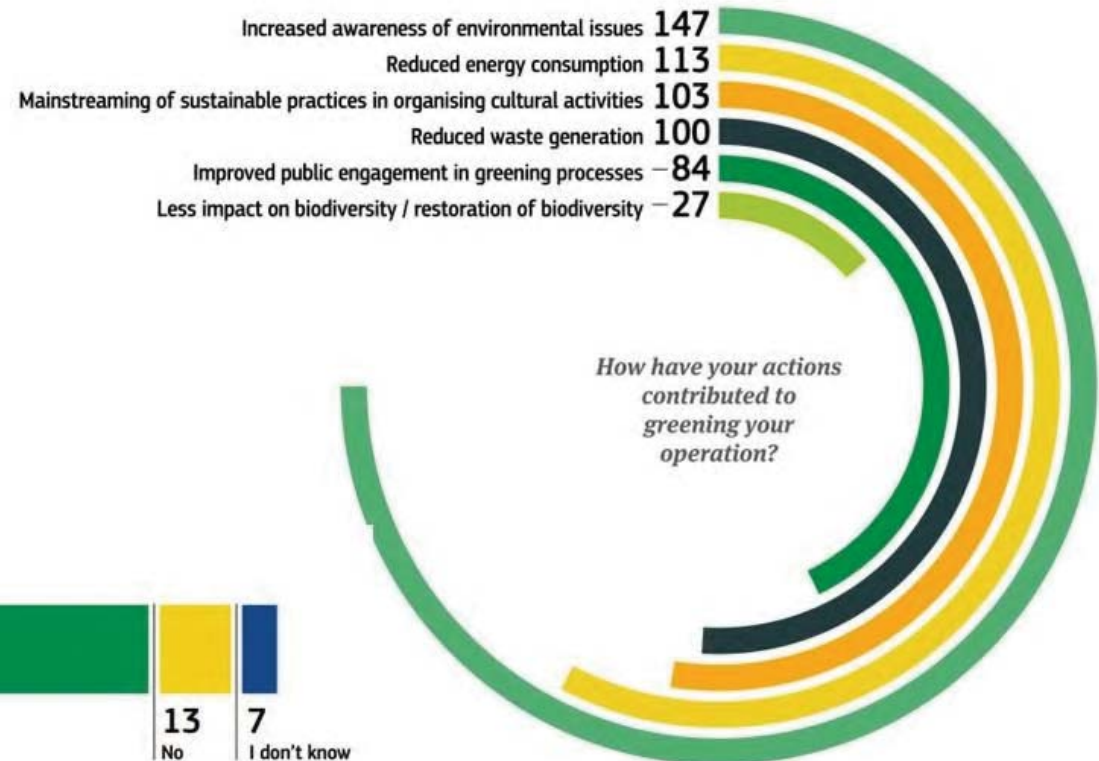


The most important issues



Most important environmental issues for the CCS (agents)
as identified by survey respondents (n. of mentions)

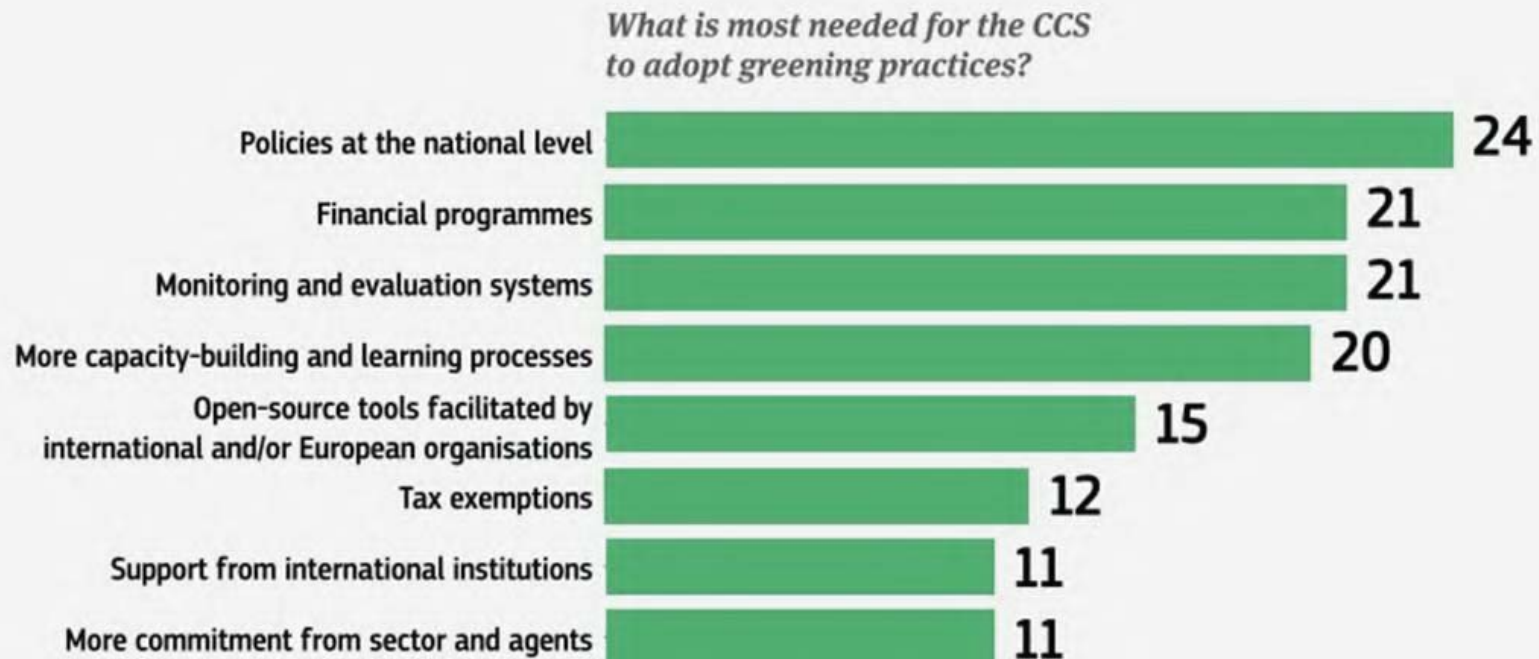
The CCS are playing their role



Has your organisation increased investment in sustainability over the past five years?



Interventions (by policy makers)



Engage – Key messages

- Global response to Climate Change requires structural changes across all sectors, including CCS.
- Change of narrative, from innovation to responsible innovation.
- Green transition is not only a technical challenge – it is also a cultural transformation.
- The CCS are uniquely positioned to lead this shift by inspiring collective transformation and behavioural change.





Assess

*Effectively using tools and data
for informed decision-making*

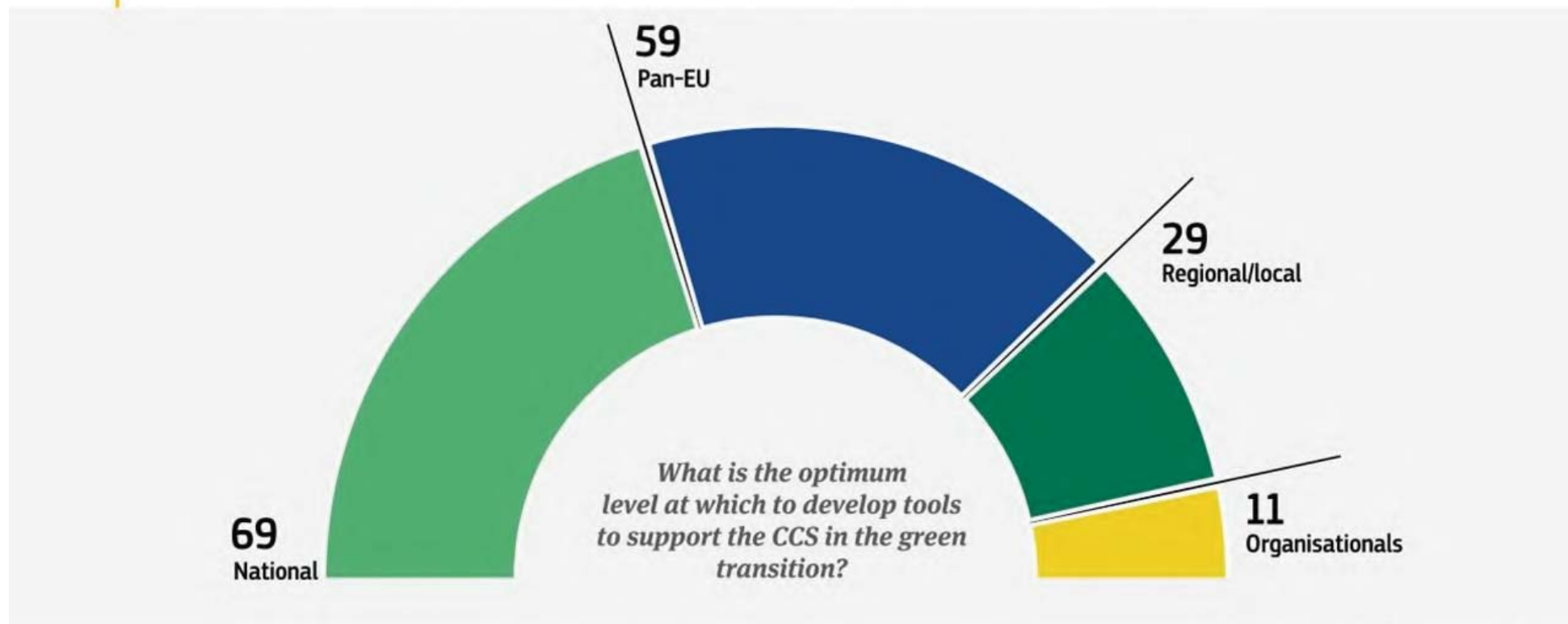


Assess – Focus areas

- Mapping and classification of tools and data (i.e. guidelines, factsheets, calculators, carbon footprint benchmark, AI tools, certifications).
- Local to global: aligning the geographical scope of tools and data.
- Effective use of tools and data in the green transition.



Survey results – cultural agents (170 respondents)



Assess – Key messages

- Transparency is an important factor – by collecting and reporting data, other players can see the change happening in the sector.
- Strategic objectives and performance indicators should be clearly defined and kept under review.
- Beware of data-gathering when no action is linked to measurement. Identify goals that connect from current performance to a desired future state.
- Align with global environmental and policy landscape





Transform

*Scale-up good practices
from the field*



Transform - Scale up good practices from the field



Lithuanian Sea Museum

Thermal modernisation to improve energy efficiency and reduce environmental impact.



Teatro Real, Madrid, Spain

First cultural heritage site in Spain listed in the national Energy Savings Certificate Registry.



Valletta Design Centre, Malta

Exemplifies how heritage buildings can meet innovative environmental standards (green roof, rainwater harvesting, etc.).



Selected good practices



Collectif 17h25, France

A collaboration between 5 major French opera houses, **reduces the environmental impact** of opera productions by standardising scenographic structures.



Offenes Kulturhaus, Austria

Since 2013, OKH has hosted **events based on green principles**. Its OKH Open-Air was named one of Austria's most sustainable cultural events in 2022. With NextGenEU funding.



Ogre Central Library, Latvia

Ogre Central Library exemplifies how **smart monitoring and automation** can significantly boost energy efficiency in public buildings, reducing costs.



Selected good practices – step by step



Sustainability Ladder Events

(DLE - Duurzaamheidsladder evenementen)

Developed by Green Events Netherlands

- A motivating, comprehensive growth model
- Based on ESG-requirements, e.g.
- From step 1 (compliance) to step 5 (climate neutral) - and beyond?
- Initiative by the event sector, supported by local and national government
- Developed by a social enterprise, to be used free of cost and rights
- Can be used by local governments to grant permits (certification)
- Possible development of a 'Sustainability Ladder Culture'



Selected good practices – eco-certifications



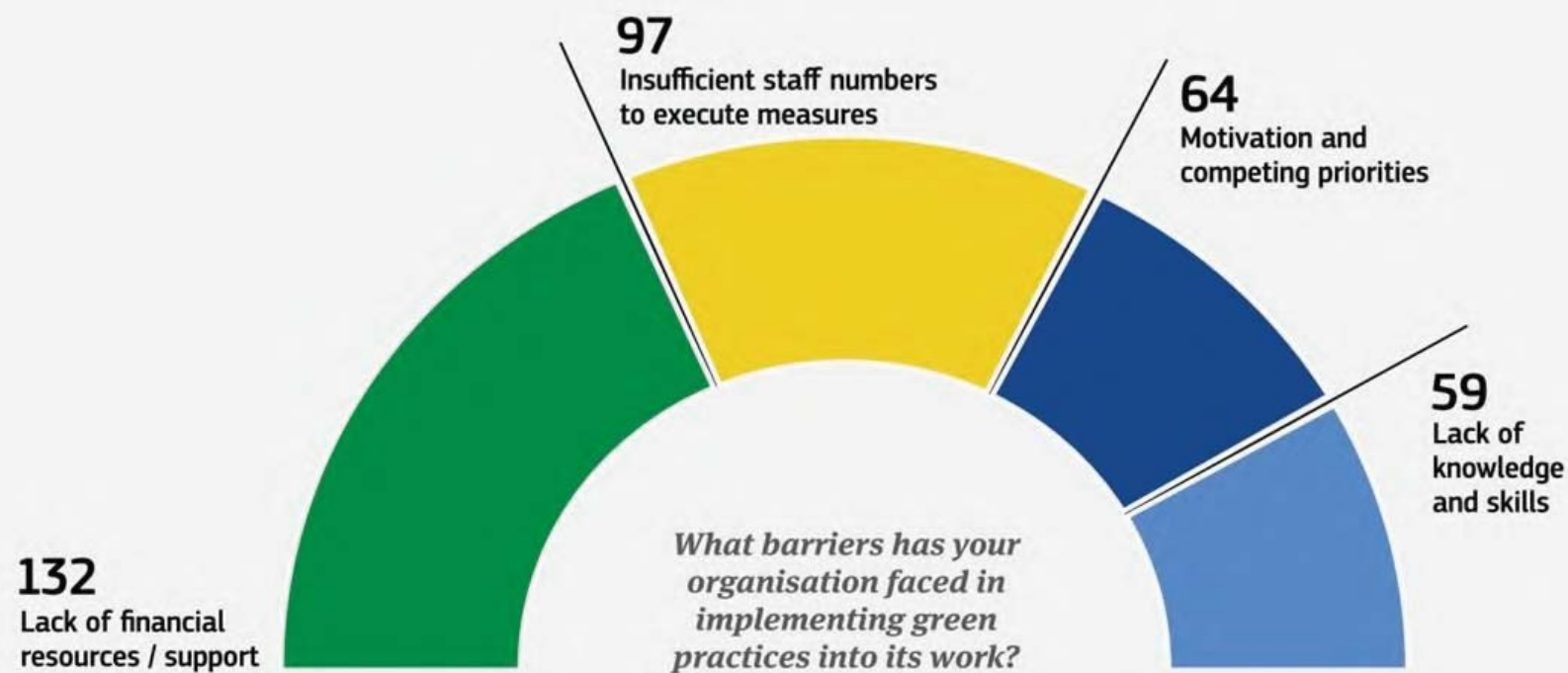
Kunst Haus Wien
Austrian Ecolabel for
cultural institutions



Fundação de Serralves, Portugal
Implemented an environmental
management system and became the
first Portuguese cultural foundation
registered with the EU eco-management
and audit scheme in 2013.



Replication challenges (n=170)



Transform – Key messages

- **Mobility** represents a major challenge for emissions reduction, although touring, logistics and audience travel emissions can be lowered.
- **Mitigation** measures such as energy efficiency upgrades are already delivering measurable environmental benefits and generating cost savings.
- **Adaptation** to future impacts of climate change is an urgent issue - need to integrate resilience into day-to-day management and long-term planning.
- **Knowledge** and **collaboration** empower transformation





Stimulate

*Enable the CCS through
policies and institutional action*



Stimulate – Focus areas

- Mobilise CCS players and build up capacities and skills
- Support and fund action
- Regulate and legislate – with a light touch

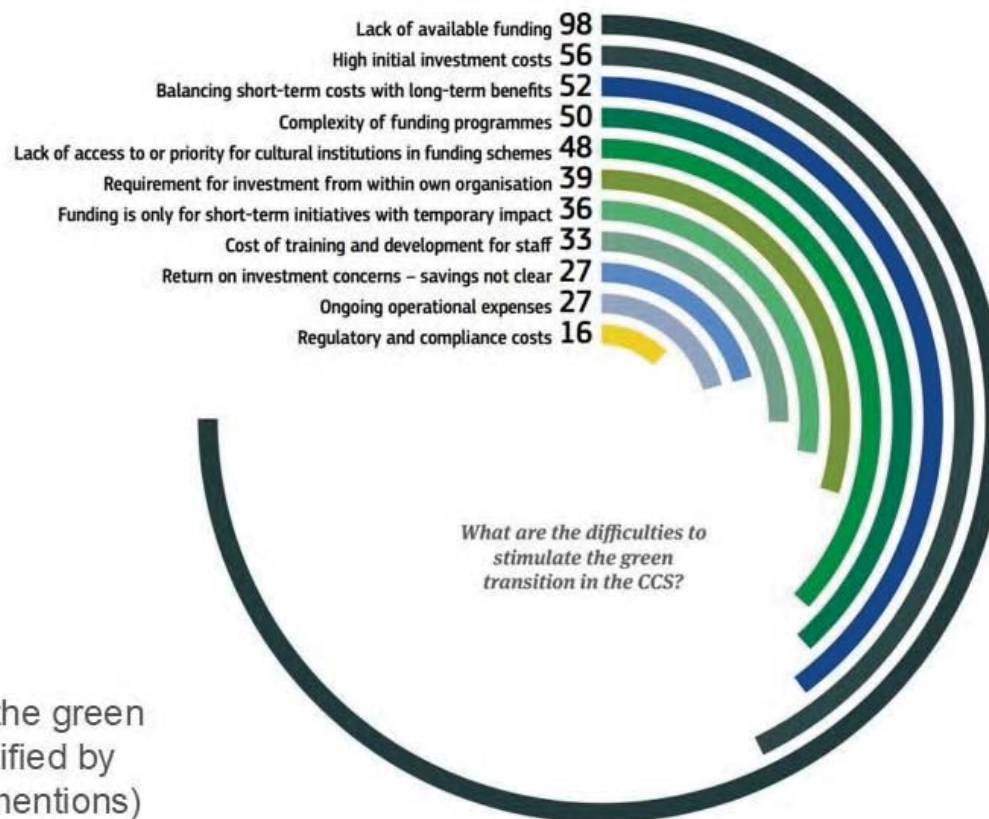


Regulate and legislate

- Mandatory legal requirements (minimum standards / binding targets can be a powerful tool for motivating organisations to make changes.
- If applied carefully, legal instruments encourage organisations to improve their environmental impact (i.e. constraints on single-use plastics in event catering) but
- A careful approach should guide the customization of broader greening tools (regulations, funds, etc.)
- Take into account sector specificities (cultural venues, heritage sites)



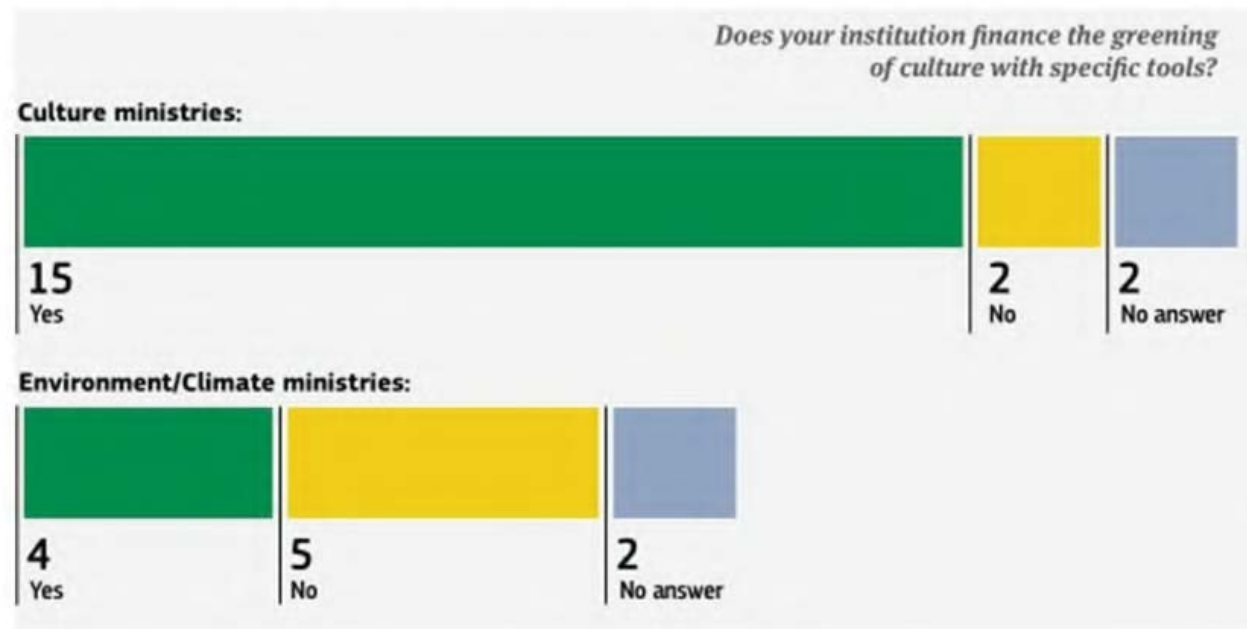
Facing the green challenge (n=170)



Challenges for stimulating the green transition (agents), as identified by survey respondents (n. of mentions)

Support and funding (by policy officers)

- Gear cultural funding towards greening: with eco-conditionality...



Stimulate – Key messages

- At the EU level, there is a growing need to harmonise eco-conditionality tools for cultural and creative activities.
- Sharing existing tools is more cost-effective and time-efficient than developing new tools.
- Closer European cooperation will ensure a level playing field for greening practices across the EU.





Amplify

*Cooperating and learning
from others about the green
transition*

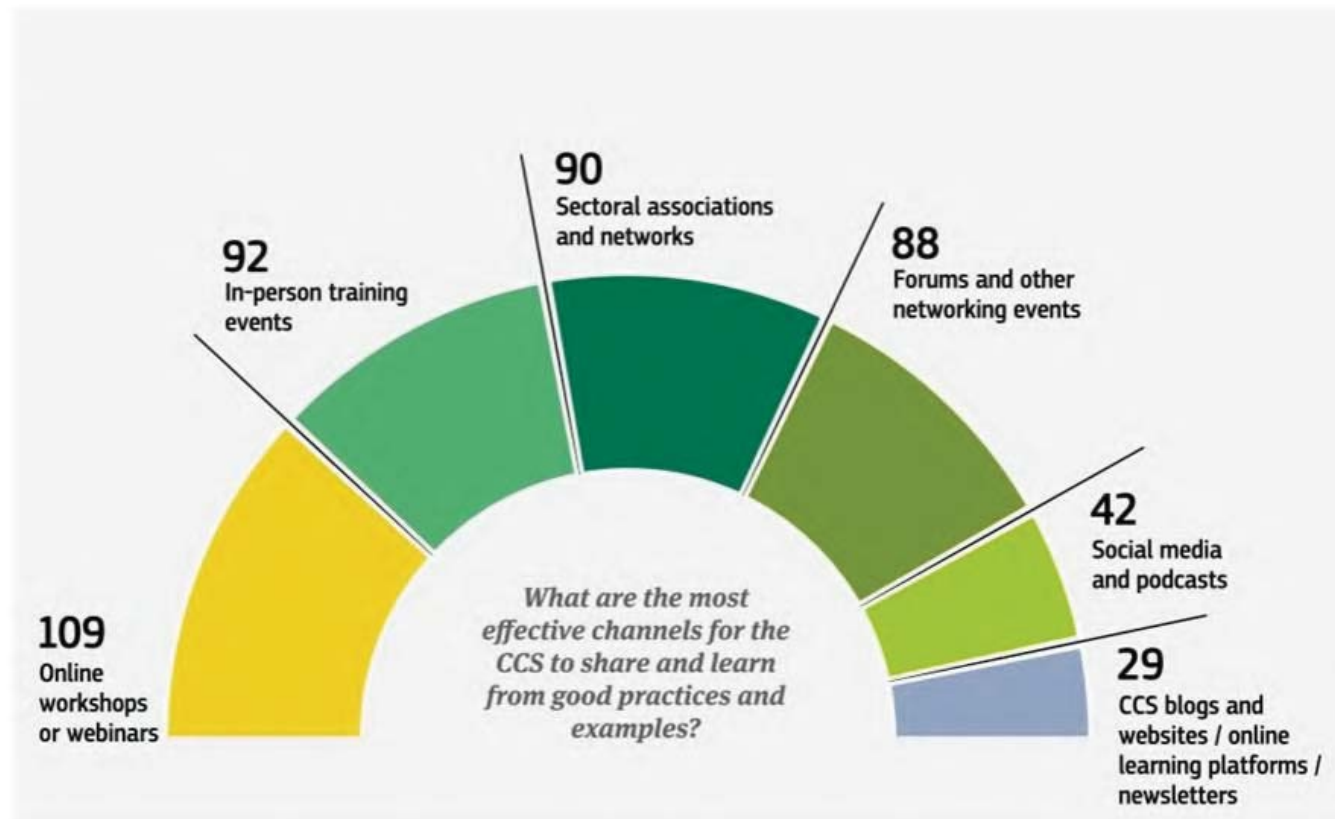


Amplify – Focus areas

- What makes good practices good and replicable?
- Good practices and effective channels
- Lessons from other sectors
- Enabling amplification (building capacity)



Effective communication channels (n=170)



Amplify – Key messages

- Amplification is not automatic – it requires deliberate, structured systems, including building networks, platforms and events.
- Cross-sectoral knowledge exchange is important.
- Appropriate skills, resources and leadership support are needed to integrate sustainability into creative & operational work.





Advocate

*Mainstreaming the CCS into
national and EU climate action*



Advocate – Focus areas

- European Union context
- Good practices at the EU level
- The Culture Compass for Europe and the Joint Declaration *"Europe for culture, culture for Europe"*
- The international landscape
- Europe's voice



The ecological transition is a cultural endeavor



Elegy for the Arctic, Italy

In 2016, Italian composer Ludovico Einaudi wrote a piece to draw attention to the problems of melting glaciers and rising sea levels and to demand responsive action.



Línte na Farraige, Ireland

A series of coastal light installations across Ireland by Finnish artists Timo Aho and Pekka Niittyvirta, indicating the projected rise in sea levels from future storm surges.

The glacier melt series, Iceland

The glacier melt series 1999/2019 by Olafur Eliasson brings together 30 pairs of photographs from 1999 and 2019 to reveal the dramatic impact of global warming.



Advocate – Key messages

- The CCS is a formidable driver of change - capable of influencing behaviours, shifting norms, and catalysing systemic transformation.
- The European Green Deal can strategically harness the CCS to address the underlying attitudes and cultural values that shape our way of life.
- Consistently integrate environmental considerations into EU support for the CCS.



Preconditions for action...



- Use existing **tested** and **trusted** measures
- Maintain **funding** for culture and creativity.
- Sustainability must be **inclusive**.
- Build from **local** to global.
- **Engagement** for motivation.
- **Leverage** the power of the CCS.
- **Human capacity** is the engine of change.

Recommendations

I. Establish culture and creativity as keystones of sustainability

1. Position culture at the core of the policy responses to ecological challenges (i.e. AgoraEU, WP for Culture).
2. Recognise culture as a pillar of the global sustainable development framework.
3. Strengthen coordination between culture and environment policies (i.e. Focal points in Ministries; Green contact points for funding).



Recommendations

II. Mobilise the CCS at the EU and national levels

4. Use culture and creativity to drive climate and biodiversity action (culture-led solutions).
5. Promote the role of artists and creatives in ecological and climate action (i.e. green residencies).
6. Embed environmental criteria into cultural funding frameworks (eco-conditionalities).



Recommendations

III. Support the green transition at the EU and national levels

7. Enable cultural agents to lead the green transition (build capacity, share results)
8. Improve sectoral sustainability funding (...on top, CE call to build skills).
9. Introduce carbon footprint tracking for major cultural events and platforms.



