INFORMAL E.U. CULTURE MINISTERS MEETING

Venaria Reale, Turin, 24 September 2014

<u>Discussion Paper</u>

This document is intended to nurture the debate of the informal Council of Ministers meeting in Turin on the 24 September.

1. **The mainstreaming of cultural policies and the revision of the Europe 2020 strategy: culture as a tool to support the objectives of the strategy.**

The strategic vision of Europe 2020 is of a sustainable and socially responsible growth that is based on Europe's knowledge capital. Nonetheless, the role of culture as a development resource is not sufficiently recognized and too often we miss the opportunity to exploit its potential.

Culture, including cultural and creative industries, and cultural heritage represent key strengths of the European development model: not recognising this would seriously narrow the ambitious Europe 2020 objectives.

Cultural heritage, cultural and creative industries, sustainable cultural tourism and cultural infrastructure are tools for economic and social growth. At the same time they foster cultural diversity, mutual knowledge among European citizens, awareness to belong to a common European project. Moreover, they strengthen the European branding internationally and represent an undeniable competitive advantage of Europe in the global scenario.

Cultural diversity is the fourth pillar of the sustainable development model, alongside with economic growth, social inclusion and environmental balance. The United Nations General Assembly in its Post-2015 Development Agenda highlighted the role of Culture in poverty eradication, quality education, human rights, a sustainable environment and more liveable and attractive cities. At global level, the cultural and creative industries sector is one of the most rapidly expanding. Here competition will get increasingly stronger, as promoting this sector requires limited capital investment and involves low entry barriers. BRICS countries, for example, are significantly investing in culture.

It is time for the EU to enhance the role of culture within its development strategy, in order to better pursue the objectives of a smart, sustainable and inclusive growth and not to miss its global leadership role in this field.

Culture is not only instrumental to the achievement of the objectives of the Europe 2020 Strategy, but is also a *raison d'être* of the European project and can be considered an end in itself. Culture makes our societies better equipped to face the impact of immigration by offering new European citizens a model of integration. The current identity crisis faced by Europe might be tackled through a revision of the main strategy towards a more culture-led development.

Although culture was partially neglected in the conception of the Europe 2020 strategy, we are still in time to catch up. The current review of the Europe 2020 strategy, which will be completed in 2015, provides us the opportunity to highlight the importance of cultural heritage and the cultural and creative industry.

In this perspective, it is important to emphasize the transversal nature of any cultural policy and encourage greater synergy with other policies such as employment, social cohesion, regional development, tourism, environment, taxation, education, research, innovation and the digital agenda.

Focusing on the cross-cutting role of culture would not necessarily require the inclusion of new objectives in the Strategy, but rather a rescheduling of certain objectives and related indicators. We need to carry on the mainstreaming of cultural policy, highlighting the synergies and need for collaboration across different sectors, also at the governance level.

Our aim is to make sure that the governance structures of the strategy takes into account the contribution provided by the cultural sector. This approach was already suggested by the *Council conclusions on the contribution of culture to the implementation the strategy Europe 2020* (2011 / C 175/01).

One of the priority areas for policy coordination that is at the core of the European cultural and creative industry is the **audio-visual sector**. The planned transfer of the audio-visual competence from the DG EAC to the DG Communication of the European Commission should by no means imply that the audio-visual industry is not to be considered a core cultural sector anymore. On the contrary, this measure should boost even more internal policy coordination and foster the mainstreaming of cultural policy.

Europe should further support its tradition of quality film makers that is highly regarded worldwide for its diversity and richness. Protecting European cinema is an integral part of the defence of European cultural diversity. An important EU instrument to ensure this is the cultural exception, that should continue to be safeguarded when approaching trade treaties with third countries.

Today's film making is not confined anymore to traditional cinema but has found a new ground for development in the digital sector. A whole new kind of audio-visual productions is giving rise to a new market and attracting a new public. At the same time, new technologies are boosting more and more sophisticated movie shows offering HD or three-dimensional view and requiring large cinemas with special equipment.

The **coordination of the cultural policy with policies for the protection of intellectual property, for the combat of piracy and for a fair fiscal framework** are among the most urgent issues for cinema in our rapidly changing world.

European regulation in the audiovisual sector, including the use of online creative content in the digital single market, is closely linked to the development of intellectual property rights rules in this area. The audio-visual sector needs a new regulatory framework that governs its development safeguarding both users and producers.

As in any technological change, flexibility and an open mind are essential in order to carry out successfully an inevitable and profitable transformation. This has brought into the cultural market new audiences but also turned the once passive audience into active participants that play an important role in the creative process and therefore need to be encouraged and valorized. Nonetheless, there is also a need for clear rules that at the same time protect the rights of cultural actors and offer to the public the most complete access to culture: if we fail to guarantee to artists and content creators their livelihood due to lack of copyright protection in the digital world, in the long term we risk to deprive the Internet of cultural value.

While new audio-visual markets require a highest degree of attention, traditional cinema still has a role to play and shouldn't be let down. In order to revitalise local communities and more peripheral areas the possibility of supporting **small cinemas** threatened by the large multiplex cinemas could be explored. Among other measures, different forms of tax relief and the reduction of rental rights could be taken into consideration.

Culture is also closely intertwined with tourism: together they are capable of making a crucial contribution to the economic and social development of the European Union.

Cultural heritage is increasingly recognized as the competitive advantage of Europe in the global scenario. Given a certain degree of interdependency between tourist activities and heritage preservation, cultural tourism can play a key role in raising awareness and producing direct and indirect support for heritage preservation. Cultural tourism can emphasize the links between our countries in the common ground of European shared values together with the expression of our national identities.

The synergy between culture and tourism clearly is nowadays of strategic importance for the economic growth and employment, for a more widespread access to culture and the promotion of intercultural dialogue.

2. New approaches to governance of cultural heritage, tangible, intangible, digital, involving public and private actors and the civil society and integrating the different administrative levels (local, regional, national, international): a key to release the potential of cultural heritage for sustainable development

In order to unleash the potential of cultural heritage for sustainable development, and place culture at the core of the Europe 2020 strategy, we should progress towards new governance models integrating the action of local, regional, national and European authorities and involving private actors and the civil society.

Effective approaches to the governance and management of cultural heritage, which respect and enhance its social, cultural, symbolic and economic value, will maximize resources and investment, ensure that policies and programmes are successful and that cultural heritage can contribute to the success of several interlinked policy areas.

This involves a review of the role of public and private stakeholders and a growing involvement of the civil society in the governance and management of cultural heritage. Recent development of European and national policies focus on the collective and social dimension of heritage, on community-led development and on possible synergies among several different stakeholders. Participatory approaches are being experimented, fostering the involvement of public (state authorities, regional and local governments) and private stakeholders and of the civil society in the development and implementation of cultural policies. New models of multi-level, multi-stakeholder governance can foster the engagement of private actors and the civil society in the preservation, management and valorization of cultural heritage, tangible, intangible and digital.

Effective governance models might ease the valorization and sustainable evolution of the intangible heritage together with forms of material cultural expressions of communities. These are fundamental assets for the production of goods such as **design, fashion and food** products, which are tightly connected with identity values, branding and marketing of places. Traditional knowledge needs to be maintained and transmitted across generations and to evolve and adapt to changing conditions. In this perspective, **research and innovation** can play a key role, while branding and collective trademarks can guarantee high quality standards and stimulate investments.

Participatory governance, involving active citizen participation in public policy, is also a key aspect

of the Smart City model. In the **European smart city cultural heritage plays a crucial role**, in strengthening identity, enhancing sustainable development, connecting urban areas with surrounding areas, enabling networking across historical cities. The 'Capital of Culture' programme provides brilliant examples of European cities that smartly invested in culture, heritage, environment, thus successfully achieving social and economic development and improving the "smart living" and well-being of citizens. A smart governance would enable the connection of heritage policy with policies for innovation and sustainable development at local level.

Cultural tourism is an area where an effective governance, transversal to all heritage categories (tangible, intangible, digital) and effectively interconnecting cultural heritage with other relevant policies (such as transport and infrastructure on one hand, regional development on the other hand) would result in a quickly visible positive impact on growth and jobs, sustainable development, the wellbeing of citizens and the promotion of the image of Europe at global level.

Digitisation and the pervasive adoption of ICTs are changing the way cultural heritage is produced, presented, accessed and used. Digital means support cultural democratization through increasing and improving access and participation in culture and heritage. They trigger new opportunities and challenges for sharing heritage goods and enable community engagement through digital means. Digital platforms also provide new mechanisms of support to cultural production, such as crowdfunding, that can be adopted as community-building strategies strengthening the bond of cultural organisations with their land and their people.

The heritage sector could capitalize on the sense of community fostered by the Internet, particularly through appropriate governance models enabling and active participation in heritage development by virtual communities.

All these changes are leading to an evolution of the economic, cultural and social value of heritage, which requires more innovative policy and governance solutions than those adopted so far.

A suitable policy and governance framework for cultural heritage will make the objective of a smart, sustainable and inclusive growth for Europe much more easily achievable. Europe will become a global social and economic model where culture and heritage will be the backbone of a new sustainable development.