

The Platform on the Potential of Cultural and Creative industries (CCIs)

Draft recommendations

of the workshop on how to enhance the support of the EU Structural Funds to the CCIs

Brussels, 17 February 2011

The Cultural Industries Stakeholders' platform¹ has recently organised a workshop prepared by volunteer member organisations of the Platform².

It has been conceived as an **informal gathering of key stakeholders** in the field of the participation of cultural and creative industries to local and regional development.

The objectives of the day were threefold:

- 1) **sharing information and expertise** on the current use of the Structural Funds by and for actors of the cultural and creative sectors, of the needs and expectations of operators on the ground, and of the current and future EU political perspectives for the cultural and creative industries in the context of the EU cohesion policy;
- 2) **opening up a space of dialogue and joint reflection** between actors of the cultural and creative fields, and policymakers at EU, national, regional and local levels on the use of EU regional development funds;
- 3) **formulating strategic and pragmatic recommendations** on ways to enhance the contribution of the cultural and creative industries to the objective of the EU regional development policies.

This document presents a **first set of recommendations to policymakers** on ways to better integrate cultural and creative industries in EU regional development instruments. They have been drafted on the basis of the discussions held on the day. They have also been inspired by existing recommendations issued by different actors of the sector, including those of the CREA.RE – Creative regions network³. It also presents the idea of a **'toolkit' for cultural and creative actors** in order to enhance the accessibility of EU regional development funding schemes for operators on the ground.

¹ Set up in the context of the structured dialogue with civil society, this Platform aims at unlocking the potential of the European cultural and creative industries, in particular SMEs. Composed by nearly 40 European organisations, it represents hundreds of thousands of cultural and creative actors from different fields. After the publication of a first set of recommendations in September 2009, the Platform has now launched a series of workshops with the objective of deepening the recommendations of the Platform, of opening up spaces of dialogue and exchange with EU policymakers and other key stakeholders, and of feeding in the development of current and future European policy frameworks and instruments.

² The European Forum for Architectural Policies, the European Theatre Convention, Culture Action Europe and the European Film Companies Alliance

³ CREA.RE – Creative Regions: The European network of local and regional authorities for the better involvement of cultural and creative industries in EU regional programmes, www.crea-re.eu

1. Recommendations to policymakers

Examples of flourishing regions across Europe, which have been strategically investing in culture and cultural industries to support their economic growth, social inclusion and territorial integration, are multiplying. Increased evidence on the contribution of culture to local and regional development has also increasingly been made available in the last years and months⁴.

As the formal negotiations on the future EU cohesion policy are about to start, it is crucial that policymakers, at all level of decision making, integrate fully the contribution of culture to their thinking, and develop appropriate tools for the potential of cultural and creative industries to be fully tapped in the current and next cycle of EU Structural Funds.

This awareness of the contribution of cultural activities, and especially of cultural SMEs, to local development should translate into all regional development guidelines, and at all levels of Structural Funds decision-making (EU⁵, national, regional and local).

Appropriate support to cultural and creative industries to participate in regional development objectives should be offered in all instruments of the current and future EU cohesion policy as it has been demonstrated that the contribution of cultural activities can apply to all regions (developed or less developed, urban/industrial or rural), and participate in the full spectrum of local and regional development interventions (tourism and infrastructure regeneration, attractiveness of territories, knowledge development and innovation, competitiveness, employment creation and social cohesion).

The contribution of cultural industries to the Europe 2020 strategy⁶ objectives (smart, green and inclusive growth) and their potential in advancing ‘smart specialisation’⁷ have also been recognised and should now translate into proper integration into policy frameworks (with appropriate evaluation criteria) and support mechanisms (with adapted financing and reporting rules), which are known and understood by cultural stakeholders. Cultural stakeholders (from the sector, and in local and regional authorities) should finally be involved in all steps of the negotiation and implementation process of the EU Structural Funds.

Recommendations for the European Regional Development Fund (ERDF)

- The **concept of innovation** should be given a broader definition and operational remit. It should be enlarged beyond its technology and business dimensions to include all aspects of the innovation potential of cultural and creative industries (development strategies, business models, idea generation, training and skills, new societal solutions, and the emergence of new creative potential and processes).

⁴ Centre for Strategy and evaluation Services (CSES) in close co-operation with ERICARTS, http://ec.europa.eu/culture/key-documents/doc2942_en.htm

⁵ Culture and Creative Industries should become an obligatory priority in the future Common Strategic Framework

⁶ Europe 2020 –a European Strategy for smart, green and inclusive growth, March 2010, http://ec.europa.eu/europe2020/index_en.htm

⁷ EC Communication ‘Regional Policy contributing to smart growth in Europe 2020’, October 2010,

http://ec.europa.eu/regional_policy/sources/docoffic/official/communic/smart_growth/comm2010_553_en.pdf

- Specific action lines should be created to enhance **social innovation** through culture and cultural industries activities.
- **Technical assistance** should be offered to public authorities implementing the EU cohesion policy as well as to cultural actors to facilitate their access to the funds.
- Investments in **cultural infrastructures** for urban regeneration, territorial attractiveness, rural developments and social cohesion should be increased in the next programming.
- **New forms of support** (such a venture capitals) should be developed in the next generation of EU regional development policies, and the specific needs of cultural and creative industries should be recognised in this context.
- Unbureaucratic access to **small funds** should be made available to support cultural SMEs and micro-companies (for ex. through intermediary bodies like public agencies, networks, etc.).
- Financial support for the **digitisation and multilingual access to regional and local content**, and its integration to national and European digital tools should be made available through EU regional funds, as well as the digitisation of cinemas. Support to risk taking and innovation in experimenting with new forms of digital distribution should also be made available through the European Regional Development Fund.
- **Fees for artists** should be made eligible in all cohesion programmes.

Recommendations for the European Social Fund (ESF)

- Employment services should include support to **young job seekers** in the field of culture and creativity and potential **future entrepreneurs** in cultural and creative industries
- The potential of cultural and creative activities in developing **Key competences for Lifelong Learning** should be recognised and formally integrated in all EU training and skills development schemes.
- **Digital literacy and competences** should be integrated as a priority in the next ESF regulation, including a support to the cultural sector to develop its skills relevant to the new digital market.
- Risks inherent to **temporary or part-time activities** should be included in employment support schemes.
- The role of cultural participation in **fighting poverty and exclusion** should be more systematically integrated in ESF action lines, and access to support schemes for NGOs and local actors in this context should be facilitated.

Recommendations for the Interregional and transnational funding lines

- Interregional and transnational funding lines should be maintained in the next EU Structural Funds programming, and cultural and creative industries should be made one of the priorities of their new guidelines.

2. Recommendations to the sector

The next generation of EU Structural Funds (post 2013) will start being negotiated this summer, after the publication by the European Commission of its legislative proposal. Formal negotiations between European institutions, Member States and regional and local authorities are expected to last for more than a year, with intensive discussions at all levels: EU (Common Strategic Framework), national (National Development Plans) and regional/local (Operational Programmes).

In order to be better integrated in strategic guidelines and overall action lines, and to receive appropriate support through operational programmes, cultural actors will have to engage at all levels of policymaking which will lead to the overall adoption of the next Structural Funds framework. If the Structured Dialogue Platform on the Potential of Cultural and Creative industries has a privileged access to Directorates General of the European Commission and to the working group of the Open Method of Coordination in the field of culture⁸, it will be of crucial importance for **Platform members and their own members to relay recommendations and to engage in policymaking discussions at national and local levels.**

To do so, cultural stakeholders will have to become familiar with the EU 2020 strategy (of which the next EU regional development policy should be one of the main implementation tools), the participation of culture to its main objectives (smart, sustainable, and inclusive growth) and the new concept of ‘smart specialisation’.

Those recommendations or ‘toolkit’ could therefore be thought as a support tool, outlining messages that could be transmitted to national and regional policymakers as well as a resource listing the main documents related to EU regional development policies and the contribution of culture to regional and local development. This toolkit could include the following sections:

- 1) existing evidence of the contribution of cultural industries to local and regional development
 - 2) cultural industries and the EU 2020 strategy objectives
 - 3) a glossary
 - 4) resources: EU document, etc.
- etc.

⁸ Under the new [Culture Council work plan 2011-2014](#), the Cultural and Creative Industries Working Group will work on the ‘strategic use of EU support programmes, including structural funds, to foster the potential of culture for local and regional development and the spill-over effects of CCIs on the wider economy’ with the objective of developing a policy handbook to ‘promote the integration of culture in regional and local development policies and to support smart specialisation strategies’