



COUNCIL WORK PLAN FOR CULTURE 2011-2014
Priority B – Cultural and Creative Industries (CCIs)
Topic N° 2: CCI export and internationalisation support strategies

Working group of Member States experts (OMC)

MINUTES OF THE 1ST MEETING, 17 DECEMBER 2012

SUMMARY

First meeting of the working group set up to implement the Council Work Plan for Culture 2011-2014¹ prepared on the basis of the European Agenda for Culture². The meeting was mainly devoted to discussing and defining the mandate and scope of the work of the group.

22 countries were present (BE, BG, CZ, DK, DE, EE, IE, EL, ES, FR, IT, LV, LT, HU, AT, PL, PT, SI, SK, FI, UK, HR). The European platform on the potential of Cultural and Creative Industries was also represented (Jean-Marc Leclerc).

Ragnar Siil (EE) and Kimmo Aulake (FI) were elected as co-chairs of the working group.

Tasks for members:

- Members will be invited to provide additional contributions in view of next meeting on the basis of guidelines to be defined by the co-chairs.
- Members were also invited to indicate the factual updates they wished to see brought to the mapping study prepared by the EENC.
- Interested members were invited to send additional information about the possible national events/initiatives in connection to which additional informal meetings of the group could be organised.
- All contributions should be provided by the end of January 2013 at the latest to: Marzia Conte (Marzia.Conte@ec.europa.eu), Ragnar Siil (Ragnar.Siil@kul.ee) and Kimmo Aulake (kimmo.aulake@minedu.fi).

Next meeting: The next meeting is tentatively scheduled on 26-27 February 2013. These dates will be reconfirmed as soon as possible in January.

¹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:325:0001:0009:EN:PDF>

² <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2007:0242:FIN:EN:PDF>

DETAILS

1. Introduction by the Commission

The Commission (Catherine Magnant, Marzia Conte) gave an introduction to the context in which this working group of Member States (MS) experts was set up (Council Work Plan for Culture 2011-2014 and Open Method of Coordination) as well as on recent initiatives of relevance for the group (Commission Communication on Promoting cultural and creative sectors for growth and jobs in the EU³; Expert group on culture and External Relations – China). The related PowerPoint presentations are enclosed (*Annexes 4-6*).

2. Election of the chair

Ragnar Siil (EE) and Kimmo Aulake (FI), who had expressed interest in co-chairing the group, were elected as co-chairs.

3. Round of introductions

Members of the group were invited to introduce themselves, their experience and expertise in relation to the topic of the working group as well as their expectations in relation to the work of the group. The following points emerged:

- Cultural exports are a topic of great interest for all MS and are perceived as a necessity for CCIs. Several MS have developed or are in the process of developing strategies for the development of CCIs, involving different Ministries and departments. In some cases, an export dimension is also included.
- CCIs need to be considered in a holistic way taking into account the entire ecosystem of actors and factors intervening in the development of cultural and creative goods and services. In this context, the question of how to establish beneficial links between CCIs and businesses in other sectors should be considered. At the same time, the impact of the digital shift on the operating environment of CCIs and on the nature of their outputs also needs to be considered.
- Members expected the group to be a platform for the exchange of information, experiences and practices that could inspire national approaches and strategies. To this end, there was a generalised wish that work of the group be pragmatic, based on clear objectives and oriented towards concrete results. Both the process and the final outcome should be relevant and beneficial for all MS, including those with more developed strategies in the field. The active participation of all members throughout the process will be key to success.
- The work of the group should take stock and build upon the experience of previous OMC groups and other relevant expert groups. To this end, synergies should be ensured with other relevant processes.

³ <http://ec.europa.eu/culture/our-policy-development/documents/communication-sept2012.pdf>

4. Presentation of the study "Mapping of Cultural and Creative Industry Export and Internationalisation Strategies in EU Member States"

At the request of the European Commission, the European Expert Network on Culture (EENC) produced a mapping of cultural and creative industries export and internationalisation strategies in the EU Member States. This study was intended to be a starting point to inform the work of the OMC group. It was noted that the recommendations included at the end of the report were in no way intended to pre-empt the work of the group. **Members were invited to indicate the factual updates they wished to see brought to the mapping study.**

The study was presented by one of its authors, Mrs Judith Staines. The presentation is in *Annex 7*.

During the presentation, reference was also made to the ESSnet Culture report, which was published after completion of the mapping by EENC. The report is available at: http://ec.europa.eu/culture/news/20121026-ess-net_en.htm

5. Presentation "Cluster policy and cooperation in relation to creative industries"

It was decided to postpone this presentation by DG ENTR to the next meeting in order to allow time for a thorough discussion on the mandate and scope of the group. The possibility of inviting representatives from other relevant Commission's services shall also be considered on a case by case basis.

6. Debate and conclusions on the mandate and scope of the group

According to the Council Work Plan for Culture 2011-2014, the task of this working group of MS experts shall be to: "*identify good practices on export and internationalisation support for CCIs*". The expected final output shall be a good practice manual. The exchange of views on the understanding of the group's mandate and scope that took place on this basis can be summarised as follows:

- It was agreed that there was no need to open the debate on the **definition of CCIs** to be covered by the group. The definition is to be found in the 2010 Commission Green Paper on CCIs⁴ and the 2012 Commission Communication on promoting the cultural and creative sectors for growth and jobs in the EU. Both subsidized and private CCIs shall be covered.
- There will be a need for the group to **focus** its work. However, it was agreed that it would not make sense to restrict the work of the group to only a few sectors. Before determining the exact focus, there is a need to have a clearer picture of existing measures, strategies, policies, tools at national level (and if applicable and possible also at regional/local level) building on and expanding the data collected in the mapping study by the EENC. **To this end and prior to the next meeting, members will be invited to provide additional contributions on the basis of guidelines to be defined by the co-chairs.**

⁴ http://ec.europa.eu/culture/documents/greenpaper_creative_industries_en.pdf

- In terms of **geographic focus** and at this early stage of reflection, the group was of the opinion that both intra-EU and extra-EU exports may usefully be covered. As the EENC mapping pointed out, a majority of exports involves neighbouring countries within the EU. Similarities and differences in approaches, strategies and tools according to the target markets (both within and outside the EU) should be considered as appropriate.
- The understanding of the term **internationalisation** was not limited to cultural exchanges and diplomacy. The term was understood in a broader sense as how to prepare CCIs and cultural operators to go internationally. This was considered as the overall framework and conditions which could enable exports. The links to mobility were also underlined. However, it was noted that aspects related to the mobility of artists and cultural managers were already covered by other OMC groups, and would therefore not be covered under the scope of this group.
- As regards the **final output** to be produced by the group (good practice manual), it was agreed that the **target group** shall be governments and policy-makers at different levels in MS, and where relevant also at EU level. **Content**-wise, the manual shall include inspiring practices on how public policies can create a better environment and framework to support CCIs exports and internationalisation. It should not only be a collection of examples, but it should be based on an analysis of the highlighted practices. Practices may be considered at three levels: national, intra-national (regional) and EU level. It was noted that pinpointing inspiring models and mechanisms that have proven their effectiveness would be more valuable than producing a set of recommendations. Attention should also be paid to the modalities of communicating relevant results of the group to the CCIs as well.

7. Next steps

A draft indicative calendar of meetings was presented (*Annex 3*). The dates of each meeting will be reconfirmed on a case by case basis depending on the availability of meeting rooms.

In addition to the formal meetings that will take place in Brussels, informal meetings could also be envisaged. Members were invited to reflect upon the possibility of hosting such meetings in their respective countries in connection with relevant events or coupled with a study visit to relevant organisations with interesting practices. **Interested members were invited to send additional information about the possible national events/initiatives in connection to which informal meetings could be organised.** The Commission will cover the travel costs related to such informal meetings under the same conditions as for meetings taking place in Brussels.

In view of the next meeting, members will be invited to provide additional contributions on the basis of guidelines to be defined by the co-chairs. These contributions shall build on and expand the information provided in the EENC mapping study, notably in section 3 “Strategies in CCI export and internationalisation” (**pages 38-45**). Contributions should be provided by the end of January 2013 at the latest to: Marzia Conte (Marzia.Conte@ec.europa.eu), Ragnar Siil (Ragnar.Siil@kul.ee) and Kimmo Aulake (kimmo.aulake@minedu.fi).

8. Annexes (Annexes 4-8 were already sent by email on 21 December 2012)

Annex 1 – Agenda of the meeting

Annex 2 – List of participants

Annex 3 – Indicative calendar of meetings

Annex 4 – Presentation: The Open Method of Coordination in the field of Culture

Annex 5 – Presentation: Commission Communication on Promoting cultural and creative sectors for growth and jobs in the EU

Annex 6 – Presentation: Expert group on culture and external relations – China

Annex 7 – Presentation of EENC report: Mapping of CCI export and internationalisation strategies in EU Member States

Annex 8 – Executive Summary (English, French and German versions) of Policy Handbook on “How to strategically use the EU support programmes, including structural funds, to foster the potential of culture for local, regional and national development and the spill-over effects on the wider economy”.

The full policy handbook is available in English, French and German at the following pages:

<http://ec.europa.eu/culture/our-policy-development/documents/policy-handbook.pdf>
(English version)

http://ec.europa.eu/culture/our-policy-development/documents/policy-handbook_fr.pdf (French version)

http://ec.europa.eu/culture/our-policy-development/documents/policy-handbook_de.pdf (German version)