

Subject: Report of the third and last meeting of the Working Group of Member States' experts 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" (Brussels, 23 December 2011).

SUMMARY

This was the third and last official meeting of the Expert Group.

20 Member States were present. The Commission was represented by Catherine Magnant, Sylvain Pasqua and Claire-Lyse Chambron from DG EAC, and by Luisa Sanchez from DG REGIO.

Just before the meeting, the Chairman provided the Group with a draft version of the policy handbook merging and synthesising the reports of the sub-groups as well as some good practices received from the Experts.

The aim of the meeting was to react to and comment on the draft policy handbook, both in terms of its structure and its content, and to reflect on how to proceed with the awareness-raising campaign.

The structure of the handbook was agreed. However, the Group decided that it would be useful to have a concrete methodological introduction on how to better use the Structural Funds to support CCIs. It was also highlighted during the meeting that it would be appropriate to make **methodological recommendations**, in addition to the description of a variety of measures that regional authorities may fund to support CCIs using money from EU programmes.

The Experts were invited to provide the chairman with some more examples of good practices by 14 December. It was agreed that **the Commission should send some drafting suggestions in writing as well as a presentation of the future Cohesion policy and its relevance for the CCIs.**

Concerning the awareness raising initiative, the Experts were asked to specify by 14 December which regional or national authorities/partners in their respective countries should be involved. Besides, it was generally agreed that a high level meeting of representatives of ministries of culture and of those ministries in charge of regional policy as well as of finance ministries would be very appropriate.

Finally, the need to have a connection between the handbook (including its recommendations) and the awareness raising campaign, on the one hand, and the initiatives of DG REGIO, on the other hand, was underlined.

The Commission expressed its readiness to organise in January in Brussels an additional drafting meeting in a small committee format if need be. **The final document should be completed by the end of January 2012.**

DETAIL

1. **Ragnar Siil, Chairman of the Group, introduced the meeting by thanking the participants for their involvement and their availability in this very busy period of the year.** 20 Member States were represented (AT, BE, CZ, DE, DK, EE, ES, FI, FR, HU, IE, IT, LV, LT, NL, PL, PT, SE, SI and SK).

This was the third and last official meeting of the Expert Group. This meeting had been prepared during an informal meeting that was held in Tallinn on 21 October, in the margin of the international conference “Creative Entrepreneurship for Creative Economy” (19-21 October 2011) at the initiative of the Chairman. It is possible to download from the website of this event (www.creativeestonia.eu) the presentations of the speakers, as well as the Tallinn Manifesto - which includes 5 themes and 26 recommendations setting out opportunities to take a refreshed approach to Creative Economy development.

The Chairman thanked the experts for sending examples of good practices that can be used as models in the handbook. These contributions and the reports of two sub-groups have been merged and synthesised into the draft handbook, which was sent just before the meeting to all participants.

The aim of this meeting was to react to and comment on the draft version of the policy handbook, both in terms of its structure and its content, and to reflect on how to proceed with the awareness-raising campaign.

The Chairman pointed out that a methodological introduction explaining how the Structural Funds worked and making the link with the regional innovation strategies for smart specialisation should be added to the handbook.

The handbook is still to be seen as a work in progress and has to be completed by 14 December with examples of good practice from countries which have not yet sent any. It would also be helpful to have some cases focusing on access to finance and support to CCIs' exports; these examples should be eligible to the Structural Funds.

A list of instruments and tools that are available and could be used at regional, national and European level, could be added to the handbook as an appendix

This handbook should be achieved by the end of January 2012.

2. **Catherine Magnant (European Commission, DG EAC)** congratulated the Chairman on this draft version of the handbook and thanked him as well as all participants in the sub-groups for the energy they deployed in making work progress between plenary sessions.

These achievements were mirrored by progress at the Commission level, in particular with:

- The adoption of the proposals for the general and specific regulations on the structural funds (Cohesion Policy), but also on the European Agricultural Fund for Rural Development (EAFRD) (Agricultural Policy). In the next programming phase investment priorities are to be closely linked to the objectives of EU 2020 Strategy. It will therefore be more useful than ever to highlight that investment in cultural and creative industries may have a significant impact on smart, sustainable and inclusive growth;

- The adoption of the proposal for a Creative Europe framework Programme for the period 2014-2020. Creative Europe will aim at reinforcing the capacity of the sector's operators to work beyond national borders and to facilitate access to private funding through a Guarantee Scheme, which would leverage private investment by minimising the risks incurred by banks in providing loans to the sector.

Catherine Magnant also drew the Group's attention to some initiatives related to the Cohesion policy and the work of the Group:

- The Opendays 2011 European Week of Cities and Regions (10- 13 October). DG EAC and DG REGIO held a joint workshop on « cultural and creative industries: innovation and smart specialisation strategies ». The Expert Group was represented by Ragnar, who presented the work of the Expert Group;
- The European Culture Forum 2011, which took place in Brussels on 20-21 October and covered four thematic areas, including CCIs and regional development.

Concerning the handbook, the Commission made some recommendations:

- The draft version includes many good examples illustrating how regional authorities can better support CCIs in various ways. However the link with EU programmes and the Cohesion policy is too often missing or not sufficiently explained. This should be addressed in the final version, given that the purpose of this OMC Group was to produce **a policy handbook and a reflection on "a joint EU-wide awareness raising initiative by the Commission and Member States to promote the integration of culture in regional and local development policies and to support smart specialisation strategies"**.

Furthermore, the study commissioned by DG EAC on the use of structural funds for culture provides the Group with interesting examples of measures covering many different areas and could be better exploited in the handbook. Examples of measures not funded by EU instruments should not be included unless it was clearly explained how such measures could benefit from EU programmes or the Cohesion policy instruments.

- There is a need to cover both the "what" and the "how". In addition to a description of the variety of measures that regional authorities can fund to support CCIs using money from EU programmes, it is particularly important to make methodological recommendations. These recommendations would be of huge practical value for managing authorities and the cultural and creative sector. The exchange of experience so far has shown that some recommendations might indeed pave the way for a better support to CCIs with the view to design and implement a targeted implementation strategy focused on the delivery of the Europe 2020 objectives such as a reliable and exhaustive mapping, an inclusive approach involving all relevant stakeholders, a good balance between hard and soft infrastructure etc.

3. Questions-answers / recommendations of the experts

The **Austrian Ministry for Education, Arts and Culture** made a presentation of the study which had just been published on the financing of the creative and cultural sectors through money from the Structural Funds. An English summary should soon be available.

Concerning the handbook, the question of the definition and the scope of CCIs was raised. It was agreed that the definition used in the Commission Green Paper "*Unlocking the potential of cultural and creative industries*"¹ should be the reference.

As far as policy recommendations were concerned, it was pointed out that the ambition was not to give a "winning recipe" that could apply to all European regions, but more to show a scope of possibilities or to suggest a range of tools/measures (building up a toolkit) that regional authorities could get inspired by.

It was said that it was important to fully keep in mind the mandate given to the Group by the Council. This mandate was relatively narrow precisely so as to avoid a pitfall detected during the first round of the OMC process, namely too broad a remit leading to too generic recommendations lacking in concreteness. The mandate is therefore to be seen as a useful guiding principle when deciding whether to include or exclude a topic in/from the handbook.

Concerning the examples of good practices, some Experts proposed to reduce their number and keep only the most representative ones. It was suggested to keep one detailed example for each type of measure, complemented with shorter examples in boxes.

The Commission was asked to provide a description of the Structural Funds applicable during the actual programming period and also for the 2014-2020 period.

More generally, it was agreed that it would be appropriate to include in the handbook - for each category of measure (for example capacity building, access to funding, etc.) - a short paragraph explaining the reason why regions should develop them before the paragraph on "How this was done". In selecting the examples, the link with the Structural Funds should be used as a criterion and priority to should be given those cases which received EU funding. **The Commission should send some drafting suggestions in writing.**

4. Presentation by Luisa Sanches on the smart specialisation strategy.

Luisa Sanches (European Commission DG REGIO) highlighted the planning for the future Cohesion policy: proposal for a Common Strategic Framework, partnership contracts and operational programmes with Member States/regions, adoption of the legislative package before 2014 with an immediate entry into force.

She then explained what the Regional innovation strategies for smart specialisation (RIS3) consisted in. She presented the Smart Specialisation Platform (S3 Platform) run by a steering team gathering representatives from several Commission Services (REGIO, EMPL, RTD, ENTR, EAC, INFSO, SANCO, CLIMA, AGRI and the JRC), meeting every month, and advised by a mirror group consisting of various high-level experts and representatives of networks and organisations (e.g. EURADA, ERRIN, UEAPME, EBN, OECD, European Cluster Observatory, European Cluster Alliance, ERIS@, etc.).

Luisa Sanches talked also about the Guide for Smart Specialisation Strategy, which is intended for regional authorities, managing authorities and other stakeholders, including the cultural sector operators. The guide, with a short chapter on CCIs, is already on line as a draft [<http://ipts.jrc.ec.europa.eu/activities/research-and->

¹ http://ec.europa.eu/culture/documents/greenpaper_creative_industries_en.pdf;

innovation/documents/guide/draft_12_12_2011.pdf]. It would be useful to include a link to the handbook once this latter is finalised. Luisa Sanches also made recommendations to implement targeted strategies supporting CCIs that are focused on the delivery of the EU 2020 Strategy (see her detailed power-point presentation).

After her presentation, Luisa Sanches was asked to provide an outline explaining how creative incubators work, to be added into the handbook.

5. The awareness raising initiative

The Commission suggested setting up a shared initiative involving a number of active countries willing to participate in such a trial in liaison with DG REGIO.

In Tallinn, it was agreed that it would be difficult to have a “one-model-fits-all” approach, and that it would be good to integrate the campaign into national awareness raising strategies and involve those structures in charge of creative strategies within MS as well as key national or regional actors; that cooperation was needed between different DGs/services as well as a joint political acknowledgement bringing together ministries of culture and ministries of economic affairs.

The Group raised a number of questions: Is there an interest from some countries in taking part in such an initiative? What would be the modalities of such an initiative? What would be the right people to address? With which messages? How to support cross-border networks of awareness raising and knowledge exchange?

The common feeling was that the campaign should build on existing material, in particular the handbook to be delivered by the Group. The added value of the policy handbook lies in its usefulness within the awareness-raising campaign.

It would be interesting to support cross-border networks of awareness raising and knowledge exchange.

The Commission pointed out that it would be worth having DG REGIO involved within the work of the Group, in particular to help with the dissemination of the handbook and its recommendations. It would be useful to establish a connection between the handbook (including its recommendations) and the awareness raising campaign, on the one hand, and the initiatives of DG REGIO, on the other hand.

The Chairman asked the Experts to specify by 14 December which regional or national authorities/partners in their respective countries should be involved in this awareness raising initiative.

Furthermore, there was a general agreement concerning the usefulness of the organisation by the Commission of a high level meeting of representatives from ministries of culture, from those ministries in charge of regional policy and from finance ministries, to promote the integration of culture in regional and local development policies and to sensitize them about the relevance of CCIs in smart specialisation strategies.

ANNEX



EUROPEAN COMMISSION
Directorate-General for Education and Culture
Culture and Media

Priority Area B: 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

Working group of Member States experts (OMC) Agenda for the third and final session on 29 November 2011

Venue: Building Albert Borschette, rue Froissart 36, 1040 Brussels, 3rd floor, Meeting room: 3D
Interpretation is foreseen from and to FR-DE-EN-NL-IT-ES-PT

9.00 - 9.30

Arrival and registration

09.30-11.15 **Plenary meeting** Meeting of the Working Group of Member States experts

09.30 – 09.50

* Introduction: Ragnar SIIL, Chairman of the Group

09.50 – 10.00

* Information from the European Commission, DG EAC: short update on matters related to CCIs and Cohesion Policy

10.00 – 10.15

* Information of the Member States: Recent developments on the national and regional level.

10.15-11.15

* Working session on the structure and content of the policy handbook to be produced by the Group

11.15 - 11.35

COFFEE BREAK

11.35 -13.00 **Plenary meeting**

* Working session on the recommendations to be made in the awareness raising initiative

* Approval of the draft versions of the policy handbook and the recommendations

13.00 -

14.30

LUNCH BREAK

14.30-16.00 **Plenary meeting**

14.30 – 14.40

* Presentation of an initiative of DG REGIO by Luisa SANCHES: the Guide on smart specialisation strategy

14.40 – 16.00

* Reflection on the dissemination of the policy handbook and on the implementation of the awareness raising initiative

16.00 -

16.20

COFFEE BREAK

16.20 - 17.00 **Plenary meeting**

Wrapping up and next steps - other OMC working groups on CCIs for 2012-2013

Conclusion: Ragnar SIIL

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 Claire-Lyse Chambron (+32 2983044)

ⁱ A Reflection on a joint EU-wide awareness raising initiative by the Commission and Member States to promote the integration of culture in regional and local development policies and to support smart specialisation strategies.