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on cultural industries in the context of the Lisbon strategy
(XXXX(INI))

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MOTION FOR A EUROPEAN PARLIAMENT RESOLUTION

on cultural industries in the context of the Lisbon strategy (XXXX(INI))

The European Parliament,

- having regard to Article 151 of the EC Treaty,
 - having regard to the United Nations Educational, Scientific and Cultural Organisation (Unesco) Convention of 20 October 2005 on Protection and Promotion of the Diversity of Cultural Expressions,
 - having regard to the conclusions of the Education, Youth and Culture Council of 13 and 14 November 2006 and 24 and 25 May 2007, and Council document No 9021/07,
 - having regard to the Commission communication on a European agenda for culture in a globalising world (COM(2007)0242 and the accompanying Commission working document (SEC(2007)0570),
 - having regard to its resolution of 4 September 2003 on cultural industries¹,
 - having regard to its resolution of 7 June 2007 on the social status of artists²,
 - having regard to Rule 45 of its Rules of Procedure,
 - having regard to the report of the Committee on Culture and Education (A6-0000/2007),
- A. whereas culture is both a public benefit and an end in itself for the fulfilment of the individual and society and a means towards economic growth, employment and social cohesion and regional and local development, as recent research has shown, particularly the KEA study on the economy of culture,
- B. whereas cultural industries are industries which give intellectual works additional economic value that at the same time generates new values for individuals and society, traditional industries such as the film, music and publishing industries, the media and industries in the creative sector (fashion and design), tourist, arts and information industries,
- C. whereas, however, greater recognition and greater support are needed to help the cultural and creative industries deliver their full contribution to the objectives of the Lisbon Strategy,
- D. whereas the cultural industries produce and disseminate a wide range of content to inform, educate and entertain the public, and on which the European Union should play its part as regulator,

¹ OJ C 75E, 25.3.2004, p. 247.

² Texts adopted of that date, P6_TA(2007)0236

- E. whereas new forms of production, distribution and consumption are emerging in the contemporary information society and they are generating new cultural goods and services that need protection from piracy,
 - F. whereas the cultural industries have a contribution to make to promoting cultural diversity, democratising access to culture, and to the identity and integration of Europe,
 - G. whereas there is a need to ally culture closely to education and training in order to increase the cultural sector's productive and creative capacity,
 - H. whereas experience with the 'European Capitals of Culture' has shown in practical terms how the cultural sector contributes to the economic and social life of the city and the enrichment of its inhabitants,
 - I. whereas state aid and subsidies for the creative sector should be seen as an investment and not a luxury,
 - J. whereas there is a need for further support for small and micro-businesses and for the individual workers who contribute hugely to creating wealth in an economy whose growth does not necessarily require the existence of large-scale organisations, with their tendency to focus on the most profitable activity, namely cultural distribution (publishing, distribution and marketing), but rather calls for the proliferation of less complex structures and the stimulation of their networks,
1. Welcomes the fact that the Council and Commission are ready to recognise the central role played by culture and creativity as important factors in achieving the objectives of the Lisbon Strategy, as they will thus be seen as at the heart of the European project;
 2. Calls on the Council and Commission to clarify what constitutes a European view of culture, creativity and innovation and to elaborate a structured policy for developing European creative industries, incorporating it in a proper European strategy for culture;
 3. Accordingly calls on the Commission to arrange for the collection of systematic statistics in this area, so that the Union and the Member States can have consistent and comparable statistical data, as these are needed to elaborate suitable targeted policies for promoting the cultural and creative sector;
 4. Considers that flourishing cultural industries depend to a large extent on the opportunities for unimpeded cross-frontier mobility, and repeats the requests it set out in this connection in the above resolution on the social status of artists;
 5. Welcomes the idea of setting up an internal market for the people, goods and services of the creative industry, and calls on the Commission to present Parliament with a Green Paper on this subject;
 6. Urges the Member States to step up the competences in the Treaty for creativity and to consider similar action for culture;
 7. Requests the Commission also to proceed as soon as possible with the full application of

Article 151(4) of the EC Treaty, to ensure that culture and the cultural sector are taken into account in all the other Community policies;

8. Calls on the Commission to proceed with setting up a task force for culture and the creative economy, so as to explore more closely the relationship between culture, creativity and innovation in the context of the Community policies;
9. Urges the Commission to rethink the critical issue of intellectual property from the cultural and economic point of view and to invite all those active in the sector to join forces and seek solutions equitable to all, in the interest of a balance between the opportunities for access to cultural events and content and intellectual property; draws Member States' attention on this point to the fact that criminalising consumers so as to combat digital piracy is not the right solution;
10. Considers it essential to have adequate funding for the cultural and creative industries, and calls on the Council, the Commission and the Member States to take the action required, recommending methods of funding from the public and public-private sectors, and setting up a regulatory and fiscal framework that favours the cultural industries;
11. Considers it necessary for the Structural Funds to give pride of place to development of the cultural and creative industries, and repeats its request for the Commission to put forward a study on the impact of funding from the Structural Funds for the cultural sector;
12. Calls on the Commission to look into the possibility of setting up a programme similar to the MEDIA Programme tailored for the music and publishing industries;
13. Calls on the Member States to increase the amount of aid for translation, as the budgets allocated to the European cultural programmes are not sufficient to enable the ambitious aims that they describe to be fulfilled;
14. Considers that there is a need to encourage the cultural and creative industries' sector by improving qualification, apprenticeship and training systems;
15. Calls on the Member States and their local authorities to develop services for business management consultancy, financial consultancy, information and training for small businesses, entrepreneurs and workers in the cultural and creative sector;
16. Suggests that the Council and Commission look into the advisability of setting up a bank for the creative industries;
17. Instructs its President to forward this resolution to the Council, the Commission, the governments and parliaments of the Member States, Unesco and the Council of Europe.

EXPLANATORY STATEMENT

The KEA study 'The economy of culture in Europe' commissioned by the Commission and published in November 2006 draws attention to important data on the contribution that culture makes to economic growth and its impact on employment.

For instance, the study shows that in 2003 the cultural sector contributed about 2.6 % of the EU's GDP and showed higher growth than that of the economy in general. Moreover in 2004 more than five million people, or 3.1 % of the EU's active population, were working in this sector.

In addition to its direct contribution to the economy the cultural and creative sector has an indirect impact on the European social and economic environment by promoting innovation in other sectors of the economy.

The creative sector makes a significant contribution to the development of information and communication technologies, playing an important role at local, regional and urban level, and would appear to be essential to safeguard sustainable development.

Over the past few decades there has gradually been an increase in awareness of culture's economic dimension and its role in creating jobs and in rural and urban development. The challenge posed by this emerging cultural industry is to respond to the appearance of new goods and services on worldwide markets.