



EUROPEAN PARLIAMENT

2009 - 2014

Committee on Industry, Research and Energy

2010/2156(INI)

20.1.2011

AMENDMENTS

1 - 49

Draft opinion
Ivo Belet
(PE454.435v01-00)

on unlocking the potential of cultural and creative industries
(2010/2156(INI))

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EN

United in diversity

EN

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Amendment 1
Ivo Belet

Draft opinion
Paragraph 1

Draft opinion

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU;

Amendment

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU; ***therefore calls on the Commission to support CCI's competitive and economic models, in order to maximise the job potential in the European Union;***

Or. en

Amendment 2
Ioannis A. Tsoukalas

Draft opinion
Paragraph 1

Draft opinion

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU;

Amendment

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU ***and highlights the continuing role of European culture and cultural creativity in forging a common European identity;***

Or. el

Amendment 3
Silvana Koch-Mehrin

Draft opinion
Paragraph 1

Draft opinion

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU;

Amendment

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU ***creating new jobs, playing key roles in global value chains, and spurring innovation;***

Or. en

Amendment 4

Oriol Junqueras Vies on behalf of the Verts/ALE Group

**Draft opinion
Paragraph 1**

Draft opinion

1. ***Recognises*** the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU;

Amendment

1. ***Stresses that culture is key to society ; recognises*** the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU;

Or. en

**Amendment 5
Ioan Enciu**

**Draft opinion
Paragraph 1**

Draft opinion

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU;

Amendment

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth, ***industry and job creation*** in the EU;

Or. en

Amendment 6
Silvia-Adriana Țicău

Draft opinion
Paragraph 1 a (new)

Draft opinion

Amendment

1a. Emphasises the need for a strategic approach under which cultural resources become the basis of a creative economy and a cohesive society, and which consolidates the link between education, vocational training and CCIs, and maximises the potential of SMEs in the cultural and creative sector;

Or. ro

Amendment 7
Pilar del Castillo Vera, Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 1 a (new)

Draft opinion

Amendment

1a. Calls on the Commission to pursue its efforts for a better definition of the CCIs in order to analyse in depth their impact on long-term growth and international competitiveness and to better foster recognition of the specific features of the sector;

Or. en

Amendment 8

Oriol Junqueras Vies on behalf of the Verts/ALE Group

Draft opinion
Paragraph 1 a (new)

Draft opinion

Amendment

1a. Points out that artistic trades constitute one of the pillars on which our cultural heritage and our economy rest, and that their continuity must therefore be safeguarded by means of appropriate mechanisms for passing on knowledge and skills;

Or. en

**Amendment 9
Maria Badia i Cutchet**

**Draft opinion
Paragraph 1 a (new)**

Draft opinion

Amendment

1a. Stresses that, as well as contributing directly to GDP, culture provides added value as a factor for social cohesion;

Or. es

**Amendment 10
Maria Badia i Cutchet**

**Draft opinion
Paragraph 1 b (new)**

Draft opinion

Amendment

1b. Recognises that the CCIs have great synergising power and are major drivers of economic and social innovation in many other sectors, contributing simultaneously to the promotion of low carbon emission economic environments;

Or. es

Amendment 11

Oriol Junqueras Vies on behalf of the Verts/ALE Group

Draft opinion

Paragraph 2

Draft opinion

2. Emphasises the importance of the swift implementation and success of the Digital Agenda initiative in order to enable CCIs to **benefit fully from** the opportunities created by far-reaching, high-speed broadband and **by new** wireless technologies;

Amendment

2. Emphasises the importance of the swift implementation and success of the Digital Agenda initiative in order to enable CCIs to **adapt successfully to all the new** opportunities created by far-reaching, high-speed broadband and wireless technologies;

Or. en

Amendment 12

Silvana Koch-Mehrin

Draft opinion

Paragraph 2 a (new)

Draft opinion

Amendment

2a. Notes that according to a recent study by the European Policy Centre the incremental value of a Digital Single Market in the European Union has been assessed to exceed 4% of GDP and 500 billion EUR between 2010 and 2020; Stresses therefore that it is indispensable for the EU to establish a true single market for online content and services, with high level of trust and confidence;

Or. en

Amendment 13

Marian-Jean Marinescu

Draft opinion

Paragraph 2 a (new)

Draft opinion

Amendment

2a. Stresses the importance of more and better investment in the area of Radio Frequency Identification (RFID) and other Internet of Things (IoT) related technologies, which represent a great potential for developments in logistics, healthcare, transport, energy efficiency, environment, manufacturing, retail and fight against counterfeiting;

Or. en

Amendment 14
Silvia-Adriana Țicău

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Emphasises the importance, for the creation of conditions of equal access to new platforms and equipment, of interoperability and standards, and calls on the Commission to promote interoperability between platforms, to develop standards which help create a marketplace propitious to innovation and to avoid systems that might limit access to diversified content;

Which Or. ro

Amendment 15
Vicky Ford

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Calls on the Commission and Members States to provide greater

opportunities for CCI's to exploit online markets and to enable artists to take advantage of the digital environment;

Or. en

Amendment 16

Oriol Junqueras Vies on behalf of the Verts/ALE Group

Draft opinion Paragraph 3

Draft opinion

3. Calls on the Commission, in the context of the Digital Agenda, to assist **CCIs** in their search for **competitive and** innovative online business models based on cofinancing and shared risks between CCIs and intermediaries;

Amendment

3. Calls on the Commission, in the context of the Digital Agenda, to assist **SMES** in their search for **consumer-friendly** innovative online business models based on cofinancing and shared risks between CCIs and intermediaries;

Or. en

Amendment 17

Ivo Belet

Draft opinion Paragraph 3 a (new)

Draft opinion

Amendment

3a. Stresses that EU Innovation policy has a role to play in embracing the innovation potential of creative SMEs and needs to take into account the important role of creative industries in realising a creative and innovation-friendly society, therefore calls to avoid unnecessary cost and red tape for SMEs in public procurement;

Or. en

Amendment 18
Ioannis A. Tsoukalas

Draft opinion
Paragraph 3 a (new)

Draft opinion

Amendment

3a. Stresses the importance of expanding the Europeana digital library and developing it as a focal point for projecting Europe's cultural heritage and creativity and as a starting place for educational, cultural, innovative and entrepreneurial activities;

Or. el

Amendment 19
Marian-Jean Marinescu

Draft opinion
Paragraph 3 a (new)

Draft opinion

Amendment

3a. Calls on the Commission and on Member States to provide incentives for public and private CCI investments geared to designing and developing easily replicable technologies to improve the quality of energy saving and efficiency;

Or. en

Amendment 20

Oriol Junqueras Vies on behalf of the Verts/ALE Group

Draft opinion
Paragraph 3 a (new)

Draft opinion

Amendment

3a. Stresses the importance of

interoperability for producers and users as well;

Or. en

Amendment 21
Marian-Jean Marinescu

Draft opinion
Paragraph 3 b (new)

Draft opinion

Amendment

3b. Calls on the Commission to provide incentives for the development of e-skills in order to enable the SME community to access CCIs and to ensure their maximum participation in the internal market;

Or. en

Amendment 22

Oriol Junqueras Vies on behalf of the Verts/ALE Group

Draft opinion
Paragraph 4

Draft opinion

Amendment

4. Emphasises that *intellectual property rights are* a fundamental asset for creative companies, an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services *based on new forms of rights management promoting authors' rights;*

4. Emphasises that *copyright is* a fundamental asset for creative companies, an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services *and to valorise and monetise content and added value services so as to maximize the advantages of the digitalization of culture;*

Or. en

Amendment 23
Silvana Koch-Mehrin

Draft opinion
Paragraph 4

Draft opinion

4. Emphasises that intellectual property rights are a fundamental asset for creative companies, an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services based on new forms of rights management promoting authors' rights;

Amendment

4. Emphasises that intellectual property rights are a fundamental asset for creative companies, an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services based on new forms of rights management promoting authors' rights; ***and for a balanced regulatory framework governing the protection and enforcement of intellectual property rights;***

Or. en

Amendment 24
Ivo Belet

Draft opinion
Paragraph 4

Draft opinion

4. Emphasises that intellectual property rights are a fundamental asset for creative companies, an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services based on new forms of rights management promoting authors' rights;

Amendment

4. Emphasises that intellectual property rights are a fundamental asset for creative companies, an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services based on new forms of rights management promoting authors' rights, ***such as extended collective licensing systems and easy, one-stop-shop systems for the clearance of rights;***

Or. en

Amendment 25
Vicky Ford

Draft opinion
Paragraph 4 a (new)

Draft opinion

Amendment

4a. Emphasises the need for regulations to supplement the market-driven approach to the creative industries, including extension to the term of protection of copyright, improvement in public performance royalties, and support for the development of enhanced rights' databases;

Or. en

Amendment 26
Silvia-Adriana Țicău

Draft opinion
Paragraph 4 a (new)

Draft opinion

Amendment

4a. Calls on the Commission to review Directive 2001/29/EC in order to achieve greater precision with a view to ensuring the harmonisation at Community level of the legal framework for copyright protection in the information society;

Or. ro

Amendment 27
Silvana Koch-Mehrin

Draft opinion
Paragraph 4 a (new)

Draft opinion

Amendment

4a. Calls for a higher investment in research and skills in general and for the

creative industries in particular as a prospectus investment in the future;

Or. en

Amendment 28
Ivo Belet

Draft opinion
Paragraph 5

Draft opinion

5. Stresses the urgent need for funding initiatives for creative businesses, points out that, given the nature of CCIs, venture capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing, and suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies;

Amendment

5. Stresses the urgent need for funding initiatives for creative businesses, points out that, given the nature of CCIs, venture capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing, and suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies, *access to loans, guarantee funds and cross-border private investment, and to explore the possibility of establishing a Creative Industries Bank;*

Or. en

Amendment 29
Silvana Koch-Mehrin

Draft opinion
Paragraph 5

Draft opinion

5. Stresses the urgent need for funding initiatives for creative businesses, points out that, given the nature of CCIs, venture capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing, and

Amendment

5. Recognises that lack of access to finance is a core barrier to growth for many businesses in creative industries; Stresses the urgent need for funding initiatives for creative businesses, points out that, given the nature of CCIs, venture

suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies;

capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing, and suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies;

Or. en

Amendment 30
Ioan Enciu

Draft opinion
Paragraph 5

Draft opinion

5. Stresses the urgent need for funding initiatives for creative businesses, points out that, given the nature of CCIs, venture capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing, and suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies;

Amendment

5. Stresses the urgent need for funding initiatives for creative businesses ***in order to enhance the furtherance of these industries***, points out that, given the nature of CCIs, venture capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing, and suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies;

Or. en

Amendment 31
Silvana Koch-Mehrin

Draft opinion
Paragraph 5 a (new)

Draft opinion

Amendment

5a. Emphasises the potential of the EIB (European Investment Bank) and the EIF

(European Investment Fund) to support the creative sector, mainly through SME support, which still remains to be unlocked; Stresses furthermore that creative industries must be brought into the scope of SME policies;

Or. en

Amendment 32
Lambert van Nistelrooij

Draft opinion
Paragraph 5 a (new)

Draft opinion

Amendment

5a. Encourages the fact that the European Commission in the EU 2020 flagship initiative Innovation Union, has committed itself to setting up a European Design Leadership Board which will be invited to make proposals within a year to enhance the role of design in innovation policy;

Or. en

Amendment 33
Maria Badia i Cutchet

Draft opinion
Paragraph 5 a (new)

Draft opinion

Amendment

5a. Recognises also that there is a risk of failing to harness the potential of CCIs if the requisite steps are not taken to ensure better matching of worker skills supply and labour market demand, which would enhance the competitive potential of the sector,

Or. es

Amendment 34
Silvia-Adriana Țicău

Draft opinion
Paragraph 5 a (new)

Draft opinion

Amendment

5a. Emphasises the role that CCIs can play in regional and local development and calls on the Commission and Member States to devise policies and flanking instruments at every level based on a strategic approach that combines infrastructure investment with investment in human capital;

Or. ro

Amendment 35
Silvana Koch-Mehrin

Draft opinion
Paragraph 5 b (new)

Draft opinion

Amendment

5b. Reminds that the Cohesion Policy and Structural Funds offer major funding opportunities for culture, creativity and innovation across the EU; Regrets however that cultural and creative businesses only seem to have benefited from those funds to a limited extent so far; Calls therefore on the Member States and the Commission to facilitate more access to finance via those instruments as well as to raise awareness and information on what is available;

Or. en

Amendment 36
Vicky Ford

Draft opinion
Paragraph 6

Draft opinion

6. Stresses the need for a more advantageous fiscal and investment climate, which would involve **reconsidering current VAT rules (including the huge divergence between online and offline rates)** and a **widening of the scope of current tax shelter schemes**.

Amendment

6. Stresses the need for a more advantageous fiscal and investment climate, which would involve **greater protection of intellectual property rights and their subsequent royalties** and a **crackdown on digital piracy**.

Or. en

Amendment 37

Oriol Junqueras Vies on behalf of the Verts/ALE Group

Draft opinion
Paragraph 6

Draft opinion

6. Stresses the need for a more advantageous fiscal and investment climate, which would involve reconsidering current VAT rules (including the **huge** divergence between online and offline rates) and a widening of the scope of current tax shelter schemes.

Amendment

6. Stresses the need for a more advantageous fiscal and investment climate, which would involve reconsidering current VAT rules (including the divergence between online and offline rates) and a widening of the scope of current tax shelter schemes.

Or. en

Amendment 38
Pilar del Castillo Vera, Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 6 a (new)

Draft opinion

Amendment

6a. Highlights the importance of fostering greater knowledge of the creative industries in educational programmes and vocational training, enhancing students' computing and technological skills and launching initiatives to promote creative entrepreneurship; Emphasises the need to enhance the dialogue between university-level institutions and SMEs;

Or. en

Amendment 39

Ivo Belet

Draft opinion

Paragraph 6 a (new)

Draft opinion

Amendment

6a. Calls for the creation of a true European Creative Single Market enabling CCIs to expand and reach out to a larger potential customer base, helping them to develop new long term strategies for creation, distribution and exploitation, and fostering mobility, exchange and cooperation between persons active in the cultural and creative industries;

Or. en

Amendment 40

Cristina Gutiérrez-Cortines

Draft opinion

Paragraph 6 a (new)

Draft opinion

Amendment

6a. Emphasises the need to strengthen the sector's marketing facet (distribution and sales) in order to harness its potential to

the full at local, national and international level. Will to that end promote the running of workshops on the use of social networks and other available internet tools that can generate business;

Or. es

Amendment 41
Silvana Koch-Mehrin

Draft opinion
Paragraph 6 a (new)

Draft opinion

Amendment

6a. Calls upon the Member States and the Commission to take actions to raise awareness of investors about the economic value and the high potential of creative industries for the competitiveness of the European economy;

Or. en

Amendment 42
Silvia-Adriana Țicău

Draft opinion
Paragraph 6 a (new)

Draft opinion

Amendment

6a. Suggests that an action programme devoted to cross-border cultural promotion and cooperation be established as part of the European Year of Volunteering.

Or. ro

Amendment 43
Ivo Belet

Draft opinion
Paragraph 6 b (new)

Draft opinion

Amendment

6b. Highlights the potential of creative clusters between research centres and artistic schools where creative businesses may link with art establishments to provide joint training programmes and life-long learning opportunities, particularly for entrepreneurial training; therefore encourages Member States and regions to create opportunities for such cooperation and to explore innovation vouchers schemes to help cultural and creative SMEs and individuals in acquiring professional skills;

Or. en

Amendment 44
Cristina Gutiérrez-Cortines, Pilar del Castillo Vera

Draft opinion
Paragraph 6 b (new)

Draft opinion

Amendment

6b. Recognises the effectiveness of EU programmes such as the Programme for Innovation and Competitiveness in enabling SMEs to access financing, and suggests that the Commission assess the possibility of devising similar specific programmes for CCIs, in view of how important this type of company is to recovering from the current recession;

Or. es

Amendment 45
Pilar del Castillo Vera, Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 6 b (new)

Draft opinion

Amendment

6b. Calls on the Commission to draw up Europe-wide business plan guidelines for creative and cultural projects/services/works, as well as specific performance indicators that can facilitate the technical and economic assessment of investment in the sector, avoiding unnecessary costs and red tape for SMEs;

Or. en

Amendment 46
Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 6 c (new)

Draft opinion

Amendment

4c. Recognises that the main issue confronting CCIs is that of managing intangibles, despite the fact that they can subsequently be of high and very long-term value compared with other, much more short-term, industries. In the same vein, CCIs also foster values and inform, and have a sustained impact over time, eventually forming part of the collective memory;

Or. es

Amendment 47
Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 6 d (new)

Draft opinion

Amendment

6d. Recognises the need to promote innovation in the field of technology, but also in the field of production processes and when developing projects themselves;

Or. es

Amendment 48
Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 6 e (new)

Draft opinion

Amendment

6e. Recognises that the development of intangibles (such as ideas and storytelling) must include the concept of innovation in terms of (i) the narrative itself and (ii) the tools used in that narration (cross-media and multiplatform products);

Or. es

Amendment 49
Cristina Gutiérrez-Cortines

Draft opinion
Paragraph 6 f (new)

Draft opinion

Amendment

6f. Advocates the setting-up of exchange programmes intended to promote the creation of CCI platforms.

Or. es