



EUROPEAN PARLIAMENT

2009 - 2014

Committee on Employment and Social Affairs

2011/0370(COD)

8.5.2012

DRAFT OPINION

of the Committee on Employment and Social Affairs

for the Committee on Culture and Education

on the proposal for a regulation of the European Parliament and of the Council
on establishing the Creative Europe Programme
(COM(2011)0785 – C7-0435/2011 – 2011/0370(COD))

Rapporteur: Kinga Göncz

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SHORT JUSTIFICATION

Today, when the employment and social consequences of the financial crisis and those of our austerity measures are unprecedentedly dramatic and threaten our citizens with deep and long-term poverty and social exclusion, we have to make sure that our legislative proposals truly facilitate our citizens' life and we also have to safeguard that they are accessible to all of them, no matter what nationality they are or what social background they come from.

At present there are 24,5 million unemployed people in the European Union, i.e. 10,2% of our working age citizens, and our young have to overcome a shocking unemployment rate of over 22,4% and even higher (almost 50% in several Member States)¹. Therefore, we have to do our best to provide opportunities and assistance to those sectors that show growth potential. In the cultural and creative sectors such a definite capacity for growth and development can easily be detected, as "between 2000 and 2007, employment in these sectors grew by an average of 3.5% a year, compared to 1% in the overall EU-27 economy"². In 2008 these sectors represented 4.5% of the total European GDP and employed around 3.8% of the workforce; moreover, they also have a positive, activating effect on other sectors, such as tourism, IT, education etc.

The Creative Europe Programme (the Programme) is yet another framework programme, which might bring about significant advances in the life of the operators of the creative and cultural industries, but only if it is set up well and answers to the needs and challenges of the sectors and those of all their operators.

Nonetheless, the cultural and creative sectors are just as heterogeneous and diverse as the whole of the EU. The proposal of the European Commission already mentions the fact that the cultural and creative sectors of the EU are fragmented along national and linguistic lines; however, we cannot ignore the fact that there are further differences in the operators' chances to set up and maintain their activities. In some Member States having lower production capacity, limited purchasing power and sponsoring capacity, the situation of the cultural and creative sectors is much more difficult; therefore, your rapporteur suggests that special efforts have to be made concerning these countries to promote the cultural and creative sectors' potential to reach customers.

Another factor to be noted is the demanding task of operators belonging to socially disadvantaged groups (such as disabled people, people coming from different minority groups etc.) to access the programme and finance on the whole. Your rapporteur would like to stress that cultural rights of these people have to be protected and promoted.

A further aspect has to be added, i.e. the importance of micro-enterprises. According to European Commission data, 99% of all EU enterprises are SMEs, and 90% of them are actually micro-enterprises (having less than 10 employees, in fact employing 5 people on average). These micro-enterprises employ 53% of the workforce in Europe; therefore, they are essential for our economies. They also play a significant role in the cultural and creative

¹ Eurostat news release, <http://europa.eu/rapid/pressReleasesAction.do?reference=STAT/12/52&>

² European Commission press release, <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/11/1399>

sectors, so safeguarding that our programme would be beneficial for them is of utmost importance.

Young operators must not be neglected either; it is vital that they get as much help and incentives to set up, run and internationalize their enterprises and organizations as possible.

In order to strengthen the competitiveness of the cultural and creative sectors with a view to make EU2020 a reality, the Programme should support them to operate transnationally by equipping them with communication and entrepreneurial skills required in this context, and it should also promote the availability of managerial, business and entrepreneurial trainings specifically tailored for professionals in the sectors in order to strengthen their financial autonomy and make their activities sustainable.

For a more significant advancement of the sectors, overall consistency and complementarity of the Programme with other relevant EU funding sources, such as the ESF, the EU Programme for Social Change and Innovation, the ERDF etc. is needed to be ensured.

Just like in the case of other programmes, monitoring and evaluation have vital importance; therefore a well-founded set of indicators is essential. In order to have a more detailed picture of the situation and the change of the sectors (brought about by the Programme), not only data concerning their share of employment and share of GDP are needed, but also figures on the sectors' change regarding the sustainability of the activities of their operators and concerning the accessibility of socially disadvantaged operators to the Programme. Moreover, as far as the objective on strengthening the financial capacity of cultural and creative sectors is concerned, not only the volume of loans granted in the framework of the financial facility should be monitored and evaluated, but also the number of financial beneficiaries coming from cohesion countries and belonging to socially disadvantaged groups benefitting from the financial facility.

AMENDMENTS

The Committee on Employment and Social Affairs calls on the Committee on Culture and Education, as the committee responsible, to incorporate the following amendments in its report:

Amendment 1

Proposal for a regulation

Recital 3

Text proposed by the Commission

(3) The 'European agenda for culture in a globalizing world', endorsed by the Council in a Resolution of 16 November 2007 sets the objectives for future activities

Amendment

(3) The 'European agenda for culture in a globalizing world', endorsed by the Council in a Resolution of 16 November 2007 sets the objectives for future activities

of the European Union for the cultural and creative sectors. It aims to promote cultural diversity and intercultural dialogue, to promote culture as a catalyst for creativity in the framework for growth and jobs and to promote culture as a vital element in the Union's international relations.

of the European Union for the cultural and creative sectors. It aims to promote cultural diversity and intercultural dialogue, to ***protect and promote cultural rights of persons belonging to minorities and socially marginalised people, to promote*** culture as a catalyst for creativity in the framework for growth and jobs and to promote culture as a vital element in the Union's international relations.

Or. en

Amendment 2

Proposal for a regulation

Recital 5

Text proposed by the Commission

(5) The UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions which entered into force on 18 March 2007, and to which the Union is a party, aims at strengthening international cooperation, including international co-production and co-distribution agreements, and solidarity so as to favour the cultural expression of all countries.

Amendment

(5) The UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions which entered into force on 18 March 2007, and to which the Union is a party, aims at strengthening international cooperation, including international co-production and co-distribution agreements, and solidarity so as to favour the cultural expression of all countries ***and individuals. In this regard, the Convention states that due attention should be paid to various social groups, including persons belonging to minorities.***

Or. en

Amendment 3

Proposal for a regulation

Recital 10

Text proposed by the Commission

(10) The European cultural and creative

Amendment

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sectors are inherently fragmented along national and linguistic lines. On the one hand, fragmentation results in a culturally diverse and highly independent cultural landscape, providing a voice for the different cultural traditions forming the diversity of our European heritage. On the other hand, fragmentation leads to limited and sub-optimal transnational circulation of cultural and creative works and operators within and outside the Union, to geographical imbalances and - subsequently - to a limited choice for the consumer.

sectors are inherently fragmented along national and linguistic lines ***and also in terms of their chances to introduce themselves to the wider public. As for national differences, the fact that the situation of the cultural and creative sectors is much more difficult in some Member States having lower production capacity, limited purchasing power and sponsoring capacity, cannot be ignored; therefore, special efforts should be made to promote the cultural and creative sector's potential to reach customers.*** On the one hand, fragmentation results in a culturally diverse and highly independent cultural landscape, providing a voice for the different cultural traditions forming the diversity of our European heritage. On the other hand, fragmentation leads to limited and sub-optimal transnational circulation of cultural and creative works and operators within and outside the Union, to geographical ***and social*** imbalances and - subsequently - to a limited choice for the consumer.

Or. en

Amendment 4

Proposal for a regulation

Recital 11

Text proposed by the Commission

(11) The digital shift is having a massive impact on how cultural and creative goods and services are made, disseminated, accessed, consumed and monetised. These changes offer great opportunities for the European cultural and creative sectors. Lower distribution costs, new distribution channels and new opportunities for niche products can facilitate access and increase circulation worldwide. In order to seize these opportunities and adapt to the context

Amendment

(11) The digital shift is having a massive impact on how cultural and creative goods and services are made, disseminated, accessed, consumed and monetised. These changes offer great opportunities for the European cultural and creative sectors. Lower distribution costs, new distribution channels and new opportunities for niche products can facilitate access and increase circulation worldwide. In order to seize these opportunities and adapt to the context

of the digital shift and globalisation, the cultural and creative sectors need to develop new skills and require greater access to finance to upgrade equipment, develop new production and distribution methods and adapt their business models.

of the digital shift and globalisation, the cultural and creative sectors need to develop new skills and require greater access to finance to upgrade equipment, develop new production and distribution methods and adapt their business models. ***These new requirements are difficult to meet for operators coming from socially disadvantaged backgrounds.***

Or. en

Amendment 5

Proposal for a regulation Recital 13

Text proposed by the Commission

(13) One of the greatest challenges of the cultural and creative sectors, especially small operators including small and medium-sized enterprises (SMEs) and micro-enterprises, is their difficulty accessing the funds they need to finance their activities, grow, maintain their competitiveness or internationalise. While this is a common challenge for SMEs in general, the situation is significantly more difficult in the cultural and creative sectors due to the intangible nature of many of their assets, the prototype profile of their activities, the lack of investment-readiness of the operators in the sectors as well as the insufficient investor-readiness of financial institutions.

Amendment

(13) One of the greatest challenges of the cultural and creative sectors, especially small operators including small and medium-sized enterprises (SMEs) and micro-enterprises, is their difficulty accessing the funds they need to finance their activities, ***set up their operation,*** grow, maintain their competitiveness or internationalise. While this is a common challenge for ***micro-entreprises and*** SMEs in general, the situation is significantly more difficult in the cultural and creative sectors due to the intangible nature of many of their assets, the prototype profile of their activities, the lack of investment-readiness of the operators in the sectors as well as the insufficient investor-readiness of financial institutions.

Or. en

Amendment 6

Proposal for a regulation Recital 20

Text proposed by the Commission

(20) It is necessary to ensure the European added value of all actions carried out within in the framework of the Programme, complementarity to Member State activities and compliance with Article 167 (4) of the Treaty and other Union activities, in particular in the field of education, research and innovation, industrial and cohesion policy, tourism and external relations.

Amendment

(20) It is necessary to ensure the European added value of all actions carried out within in the framework of the Programme, complementarity to Member State activities and compliance with Article 167 (4) of the Treaty and other Union activities, in particular in the field of education, **employment**, research and innovation, industrial and cohesion policy, tourism and external relations.

Or. en

Amendment 7

Proposal for a regulation

Recital 27

Text proposed by the Commission

(27) In compliance with the principles for performance related assessment, the procedures for monitoring and evaluating the programme should include detailed annual reports and refer to the specific, measurable, achievable, relevant and time-bound targets and indicators laid down in this Regulation.

Amendment

(27) In compliance with the principles for performance related assessment, the procedures for monitoring and evaluating the programme should include detailed annual reports and refer to the specific, measurable, achievable, relevant and time-bound targets and indicators laid down in this Regulation. ***Annual reports should be sent to and presented in the European Parliament.***

Or. en

Amendment 8

Proposal for a regulation

Article 3 – paragraph 2 – point a

Text proposed by the Commission

(a) the transnational character of its

Amendment

(a) the transnational ***and intercultural***

activities and their impact, which will complement national, international and other Union programmes;

character of its activities and their impact, which will complement national, international and other Union programmes;

Or. en

Amendment 9

Proposal for a regulation

Article 3 – paragraph 2 – point d

Text proposed by the Commission

(d) ensuring a more level playing field in the European cultural and creative sectors by taking account of low production capacity countries and/or countries or regions with a restricted geographical and linguistic area.

Amendment

(d) ensuring a more level playing field in the European cultural and creative sectors by taking account of low production capacity countries and/or countries or regions with a restricted geographical and linguistic area, ***as well as operators coming from disadvantaged groups.***

Or. en

Amendment 10

Proposal for a regulation

Article 5 – paragraph 1 – point a

Text proposed by the Commission

(a) to support the capacity of the European cultural and creative sectors to operate transnationally;

Amendment

(a) to support the capacity of the European cultural and creative sectors to operate transnationally ***by inter alia equipping operators with the communication and entrepreneurial skills required in this context,***

Or. en

Amendment 11

Proposal for a regulation

Article 5 – paragraph 1 – point c

Text proposed by the Commission

(c) to strengthen the financial **capacity** of the cultural and creative sectors, and in particular small and medium-sized enterprises and organisations;

Amendment

(c) to strengthen the financial **autonomy** of the cultural and creative sectors, and in particular **micro**, small and medium-sized enterprises and organisations **and socially disadvantaged operators, by promoting the availability of managerial, business and entrepreneurial training programmes specifically tailored for professionals in the cultural and creative sector**;

Or. en

Amendment 12

Proposal for a regulation

Article 7 – paragraph 1 – introductory wording

Text proposed by the Commission

1. The Commission shall establish a Facility targeting the cultural and creative sectors and operated within the context of a Union debt instrument for small and medium-sized enterprises. This facility shall have the following priorities:

Amendment

1. The Commission shall establish a Facility targeting the cultural and creative sectors and operated within the context of a Union debt instrument for **micro**, small and medium-sized enterprises. This facility shall have the following priorities:

Or. en

Amendment 13

Proposal for a regulation

Article 7 – paragraph 1 – point a

Draft legislative resolution

(a) facilitate access to finance for small- and medium-sized enterprises and organisations in the European cultural and

Amendment

(a) facilitate access to finance for **micro**, small- and medium-sized enterprises and organisations in the European cultural and

creative sectors;

creative sectors, *with special attention being paid to young operators and operators coming from disadvantaged social groups*;

Or. en

Amendment 14

Proposal for a regulation Article 8 – introductory wording

Text proposed by the Commission

In order to foster policy development, innovation, audience building and business models in the cultural and creative sectors the Commission shall implement the following support measures for transnational policy cooperation:

Amendment

In order to foster policy development, innovation, audience building and **new** business models in the cultural and creative sectors the Commission shall implement the following support measures for transnational policy cooperation:

Or. en

Amendment 15

Proposal for a regulation Article 8 – point a

Text proposed by the Commission

(a) transnational exchange of experiences and knowhow on new business models, peer-learning activities and networking among cultural operators and policy makers related to the development of the cultural and creative sectors;

Amendment

(a) transnational exchange of experiences and knowhow on new business models, **training programmes**, peer-learning activities and networking among cultural operators and policy makers related to the development of the cultural and creative sectors;

Or. en

Amendment 16

Proposal for a regulation Article 8 – point f – indent 1

Text proposed by the Commission

– promote the Creative Europe Programme at national level;

Amendment

– promote the Creative Europe Programme at national **and regional** level;

Or. en

Amendment 17

Proposal for a regulation Article 9 – paragraph 2 – point b

Text proposed by the Commission

(b) supporting the circulation of European literature;

Amendment

(b) supporting the circulation of European literature **and different works of art**;

Or. en

Amendment 18

Proposal for a regulation Article 10 – paragraph 1 – point a

Text proposed by the Commission

(a) cooperation measures bringing together operators from different countries to undertake sectoral or cross-sectoral activities;

Amendment

(a) cooperation measures bringing together operators from different countries to undertake sectoral or cross-sectoral activities, **with special attention being paid to socially disadvantaged operators**;

Or. en

Amendment 19

Proposal for a regulation Article 12 – point b

Text proposed by the Commission

(b) support audiovisual operators to develop European audiovisual works with enhanced cross-border circulation potential;

Amendment

(b) support audiovisual operators to develop European audiovisual works with enhanced cross-border circulation potential, ***with special attention being paid to socially disadvantaged operators***;

Or. en

Amendment 20

Proposal for a regulation

Article 12 – point i

Text proposed by the Commission

(i) support activities aiming at increasing knowledge and interest of audiences;

Amendment

(i) support activities aiming at increasing knowledge and interest of audiences ***regarding the diverse and complex nature of societies***;

Or. en

Amendment 21

Proposal for a regulation

Article 13 – paragraph 1 – point a

Text proposed by the Commission

(a) relevant EU policies, in particular those in the fields of education, employment, health, research and innovation, enterprise, tourism, justice and development;

Amendment

(a) relevant EU policies, in particular those in the fields of ***culture***, education, employment, health, research and innovation, ***industry***, enterprise, ***trade***, tourism, justice and development;

Or. en

Amendment 22

Proposal for a regulation

Article 13 – paragraph 1 – point b

Text proposed by the Commission

(b) other relevant EU funding sources in the field of culture and media policies, in particular the European Social Fund, the European Regional Development Fund, the Research and Innovation Programmes, as well as the financial instruments relating to justice and citizenship, external cooperation programmes and the pre-accession instruments. In particular, it will be important to ensure synergies at the level of implementation between the Programme and the national and regional strategies for smart specialisation.

Amendment

(b) other relevant EU funding sources in the field of culture and media policies, in particular the European Social Fund, the ***European Union Programme for Social Change and Innovation (in particular the Progress Microfinance Facility)***, the European Regional Development Fund, the Research and Innovation Programmes, as well as the financial instruments relating to justice and citizenship, external cooperation programmes and the pre-accession instruments. In particular, it will be important to ensure synergies at the level of implementation between the Programme and the national and regional strategies for smart specialisation.

Or. en

Amendment 23

Proposal for a regulation

Article 14 – paragraph 1 – point a – indent 1 a (new)

Text proposed by the Commission

Amendment

– changes in the sectors in terms of the sustainability of the activities of different operators;

Or. en

Amendment 24

Proposal for a regulation

Article 14 – paragraph 1 – point a – indent 1 b (new)

Text proposed by the Commission

Amendment

– changes in the sectors in terms of access for socially disadvantaged operators to the Programme;

Or. en

Amendment 25

Proposal for a regulation

Article 14 – paragraph 1 – point b – subparagraph 3 – indent 3 a (new)

Text proposed by the Commission

Amendment

– number of final beneficiaries coming from Member States having low production capacity, limited purchasing power and limited sponsoring capacity, etc.;

Or. en

Amendment 26

Proposal for a regulation

Article 14 – paragraph 1 – point b – subparagraph 3 – indent 3 b (new)

Text proposed by the Commission

Amendment

– number of final beneficiaries belonging to socially disadvantaged groups benefitting from the financial facility.

Or. en

Amendment 27

Proposal for a regulation

Article 14 – paragraph 3 – point a

Text proposed by the Commission

(a) In addition to the regular monitoring the Commission shall establish an external evaluation report no later than end-2017 in order to assess the effectiveness in achieving the objectives and the efficiency of the Programme and its European added value in view of a decision on the renewal, modification or suspension of the Programme. The evaluation shall address the scope for simplification, its internal and external coherence, the continued relevance of all objectives, as well as the contribution of the measures to the Union priorities of smart, sustainable and inclusive growth. It shall take into account evaluation results on the long-term impact of Decision No 1855/2006/EC, Decision No 1718/2006/EC and Decision No 1041/2009/EC of the European Parliament and of the Council.

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Or. en

Amendment 28

**Proposal for a regulation
Annex I – paragraph 1**

Text proposed by the Commission

The Commission shall establish a facility targeting the cultural and creative sectors and operated within the context of a European Union debt instrument for small and medium-sized enterprises. The financial support thus provided shall be earmarked to small and medium-sized enterprises and organisations operating in the cultural and creative sectors.

Amendment

The Commission shall establish a facility targeting the cultural and creative sectors and operated within the context of a European Union debt instrument for ***micro***, small and medium-sized enterprises. The financial support thus provided shall be earmarked to ***micro***, small and medium-sized enterprises and organisations operating in the cultural and creative sectors.

