



EUROPEAN PARLIAMENT

2009 - 2014

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*Committee on Culture and Education*

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**2010/2156(INI)**

11.2.2011

# **AMENDMENTS**

## **1 - 182**

**Draft report**  
**Marie-Thérèse Sanchez-Schmid**  
(PE454.692v01-00)

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

AM\_Com\_NonLegReport

**Amendment 1**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Citation 2**

*Motion for a resolution*

– having regard to the ***Convention on the Protection and Promotion of the Diversity of Cultural Expressions (Unesco Convention on the Protection of Cultural Diversity)***, adopted by the United Nations Educational, Scientific and Cultural Organisation (Unesco) on 20 October 2005\*,

*Amendment*

– having regard to the United Nations Educational, Scientific and Cultural Organisation (Unesco) ***Convention of 20 October 2005 on the Protection and Promotion of the Diversity of Cultural Expressions<sup>1</sup>***,

Or. fr

**Amendment 2**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 6 a (new)**

*Motion for a resolution*

*Amendment*

– ***Having regard to the Commission's Communication on a European agenda for culture in a globalizing world (COM(207)0242)***,

Or. it

**Amendment 3**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 6 b (new)**

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<sup>1</sup> <http://unesdoc.unesco.org/images/0014/001429/142919e.pdf>

*Motion for a resolution*

*Amendment*

*– having regard to the UNCTAD  
‘Creative Economy Report 2008: The  
challenge of assessing the creative  
economy towards informed policy-  
making’,*

Or. it

**Amendment 4**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 8**

*Motion for a resolution*

*Amendment*

– having regard to its resolution of 10 April  
2008 on a European agenda for culture in a  
globalising world\*,

– having regard to its resolution of 10 April  
2008 on a European agenda for culture in a  
globalising world<sup>1</sup>, *in the context of the  
Lisbon strategy,*

Or. it

**Amendment 5**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 9 a (new)**

*Motion for a resolution*

*Amendment*

*– having regard to the Council  
Conclusions on Culture as a Catalyst for  
Creativity and Innovation (2009),*

Or. it

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<sup>1</sup> OJ C 247 E, 15.10.2009, p.32.

**Amendment 6**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 10 a (new)**

*Motion for a resolution*

*Amendment*

**– having regard to its resolution of 19  
February 2009 on Social Economy  
(2008/2250(INI)),**

Or. it

**Amendment 7**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 10 b (new)**

*Motion for a resolution*

*Amendment*

**– having regard to the statistics produced  
by ESSnet-culture, set up in 2009 under  
the auspices of Eurostat,**

Or. it

**Amendment 8**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 10 c (new)**

*Motion for a resolution*

*Amendment*

**– having regard to the Commission  
Communication on ‘Copyright in the  
Knowledge Economy’ (COM(2009)0532),**

Or. it

**Amendment 9**  
**Silvia Costa**

**Motion for a resolution**  
**Citation 12 a (new)**

*Motion for a resolution*

*Amendment*

*– having regard to the Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on ‘Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe’ (COM(2010)0352),*

Or. it

**Amendment 10**  
**Marco Scurria**

**Motion for a resolution**  
**Recital A**

*Motion for a resolution*

*Amendment*

A. whereas cultural and creative industries are characterised by a dual (economic *and* cultural) nature,

A. whereas cultural and creative industries are characterised by a dual nature, *being* economic *in that they contribute to economic development through employment, economic growth and wealth creation, but also* cultural, *thanks to activities integrating individuals socially and culturally into society as well as by being involved in promoting values and cultural identities and developing a European cultural heritage,*

Or. it

**Amendment 11**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital A**

*Motion for a resolution*

A. whereas cultural and creative industries are characterised by a dual (*economic and cultural*) nature,

*Amendment*

A. whereas cultural and creative industries are characterised by a dual nature: *in an economic sense, in terms of their contribution to employment, growth and wealth creation, and – primarily – in a cultural sense, in terms of their activities, which contribute to development and citizens' social and cultural integration,*

Or. fr

**Amendment 12**  
**Petra Kammerevert**

**Motion for a resolution**  
**Recital A**

*Motion for a resolution*

A. whereas cultural and creative industries are characterised by a dual (economic and cultural) nature,

*Amendment*

A. whereas cultural and creative industries are characterised by a dual (economic and cultural) nature *and their influence on other sectors is essential for the long-term stability and competitiveness of the economy as a whole,*

Or. de

**Amendment 13**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital A a (new)**

*Motion for a resolution*

*Amendment*

***Aa. whereas this specific nature is recognised and promoted by the European Union on the international stage, the EU having adopted a policy of non-liberalisation of audiovisual services and maintenance of its cultural cooperation in the WTO and ratified the Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions,***

Or. fr

**Amendment 14**  
**Marco Scurria**

**Motion for a resolution**  
**Recital A a (new)**

*Motion for a resolution*

*Amendment*

***Aa. whereas as this dual nature differentiates them from other industries, implementation of policies and specific measures must be taken into account,***

Or. it

**Amendment 15**  
**Petra Kammerevert**

**Motion for a resolution**  
**Recital A a (new)**

*Motion for a resolution*

*Amendment*

***Aa. whereas the nature of cultural products and services is twofold: as commodities they are bought and sold on markets, while as cultural assets they impart ideas and values and are thus of***



*intrinsic cultural worth,*

Or. de

**Amendment 16**  
**Silvia Costa**

**Motion for a resolution**  
**Recital A a (new)**

*Motion for a resolution*

*Amendment*

*Aa. whereas Member States should be willing to support culture and creativity as fundamental factors in the preservation and enhancement of cultural and landscape heritage, to be protected and conserved in order to assist in the creation of a sense of identity and heighten the public's cultural awareness,*

Or. it

**Amendment 17**  
**Silvia Costa**

**Motion for a resolution**  
**Recital A b (new)**

*Motion for a resolution*

*Amendment*

*Ab. whereas cultural and creative industries are a strategic sector for better economic development and jobs,*

Or. it

**Amendment 18**  
**Silvia Costa**

**Motion for a resolution**  
**Recital A c (new)**

*Motion for a resolution*

*Amendment*

*Ac. whereas the General Agreement on Trade in Services (GATS) provides by way of an exception for the right to implement policies to protect cultural diversity, which is systematically applied by the EU and its Member States,*

Or. it

**Amendment 19**  
**Silvia Costa**

**Motion for a resolution**  
**Recital A d (new)**

*Motion for a resolution*

*Amendment*

*Ad. whereas various Member States have successfully set up national interdisciplinary boards on cultural and creative industries, publishing documents such as the Creative Economy Green Paper for the Nordic Region (Nordic Council, 2007), Creative Britain – New Talents for the New Economy (United Kingdom, 2008), Creative Value (Culture and Economy Policy paper, 2009) (Netherlands), Potential of Creative Industries in Estonia (2009) and the Libro Bianco sulla Creatività [White Paper on Creativity] (Italy, 2010),*

Or. it

**Amendment 20**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Recital B**

*Motion for a resolution*

B. whereas, ***in the European Union***, cultural ***and creative*** industries play a major role in promoting cultural and linguistic diversity, pluralism and social and territorial cohesion, democratising access to culture and promoting intercultural dialogue,

*Amendment*

B. whereas ‘cultural industries’ ***are those industries producing and distributing goods or services which at the time they are developed are considered to have a specific attribute, use or purpose which embodies or conveys cultural expressions, irrespective of the commercial value they may have, and whereas, therefore, in the European Union they*** play a major role in promoting cultural and linguistic diversity, pluralism and social and territorial cohesion, democratising access to culture and promoting intercultural dialogue,

Or. fr

**Amendment 21**  
**Marco Scurria**

**Motion for a resolution**  
**Recital B**

*Motion for a resolution*

B. whereas, in the European Union, cultural and creative industries play a major role in promoting cultural and linguistic diversity, pluralism and social and territorial cohesion, democratising access to culture and promoting intercultural dialogue,

*Amendment*

B. whereas, in the European Union, cultural and creative industries play a major role in promoting cultural and linguistic diversity, pluralism and social and territorial cohesion, democratising access to culture and promoting intercultural dialogue, ***but also in democratising access to culture and promoting intercultural dialogue throughout the Union,***

Or. it

**Amendment 22**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital B a (new)**

*Motion for a resolution*

*Amendment*

***Ba. whereas, in accordance with Article 167(4) TFEU, it is necessary to integrate culture into the other European policies, both internal and external, and in this regard to be particularly attentive, in the context of the current globalisation, to the protection and promotion of the diversity of cultural expressions,***

Or. fr

**Amendment 23**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital B b (new)**

*Motion for a resolution*

*Amendment*

***Bb. whereas the 2005 Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions recognises the major role of cultural and creative industries in producing, distributing and providing access to the wide range of cultural goods and services and encourages international cooperation,***

Or. fr

**Amendment 24**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital B c (new)**

*Motion for a resolution*

*Amendment*

***Bc. whereas cultural and creative industries are laboratories for artistic, technical and management innovation and whereas they make possible a broader dissemination of works and artists at European and international level and whereas they contribute to the intercultural dialogue and social cohesion,***

Or. fr

**Amendment 25**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital B d (new)**

*Motion for a resolution*

*Amendment*

***Bd. whereas the development of trade in cultural and creative goods and services constitutes an important pillar for culture, development and democracy,***

Or. fr

**Amendment 26**  
**Oriol Junqueras Vies**

**Motion for a resolution**  
**Recital B a (new)**

*Motion for a resolution*

*Amendment*

***Ba. whereas Europe's cultural diversity, and particularly its rich heritage of regional languages and cultures, constitutes an irreplaceable raw material for the CCI,***

**Amendment 27**  
**Helga Trüpel**

**Motion for a resolution**  
**Recital B a (new)**

*Motion for a resolution*

*Amendment*

***Ba. whereas Newspapers and magazines are essential components of cultural industries as well as a pluralistic and diverse European media landscape,***

Or. en

**Amendment 28**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital C a (new)**

*Motion for a resolution*

*Amendment*

***Ca. whereas the role of cultural content in the digital economy is crucial, and whereas Europe's digital growth will depend in future on having a varied supply of high-quality cultural content,***

Or. fr

**Amendment 29**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital C b (new)**

*Motion for a resolution*

*Amendment*

***Cb. whereas cultural and creative industries can create wealth and jobs if***

*they are given the means to be competitive with the CCI in countries outside the European Union in the context of a European international competition strategy,*

Or. fr

**Amendment 30**  
**Georgios Papanikolaou**

**Motion for a resolution**  
**Recital C a (new)**

*Motion for a resolution*

*Amendment*

*Ca. whereas the sectors of culture and creativity account for approximately 2.6% of GDP in the EU and employ more than 5 million workers,*

Or. el

**Amendment 31**  
**Silvia Costa**

**Motion for a resolution**  
**Recital D**

*Motion for a resolution*

*Amendment*

D. whereas the digital age opens new possibilities for these industries by introducing new economic models enabling consumers to have access to a range of high-quality products,

D. whereas the digital age opens new possibilities for these industries by introducing new economic models enabling consumers to have access to a range of high-quality products, *and whereas, for this new product range to be attractive and endure, a legal framework should be established for the new economic models in order particularly to boost consumer confidence in Internet sites,*

Or. it

**Amendment 32**  
**Petra Kammerevert**

**Motion for a resolution**  
**Recital D a (new)**

*Motion for a resolution*

*Amendment*

*Da. whereas the risk of poverty has always been particularly acute for creators, and their position in the marketplace has been further undermined by digitisation,*

Or. de

**Amendment 33**  
**Morten Løkkegaard**

**Motion for a resolution**  
**Recital D a (new)**

*Motion for a resolution*

*Amendment*

*Da. whereas the content industry is taking a lot of efforts to develop legal offers on cultural online content, all stakeholders should join forces to raise awareness about the existing legal offers of online content,*

Or. en

**Amendment 34**  
**Seán Kelly**

**Motion for a resolution**  
**Recital D a (new)**

*Motion for a resolution*

*Amendment*

*Da. whereas the digital age also poses challenges to the sustainability of*



*traditional sectors of these industries,  
including book publishing, bookselling  
and the print media,*

Or. en

**Amendment 35**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital E**

*Motion for a resolution*

E. whereas there must be a guarantee of strategic investments in cultural and creative industries, for example through access to funding which is adapted to their specific characteristics and needs, *with the aim of* boosting the European economy,

*Amendment*

E. whereas there must be a guarantee of strategic investments in cultural and creative industries, for example through access to funding which is adapted to their specific characteristics and needs, *in order to enable them to play a full part in* boosting the European economy,

Or. fr

**Amendment 36**  
**Helga Trüpel**

**Motion for a resolution**  
**Recital E a (new)**

*Motion for a resolution*

*Ea. whereas Europe's cultural and creative industries not only play an essential role in promoting cultural diversity, pluralism of the media and participative democracy in Europe, but also constitute a major engine of sustainable growth and economic recovery in the European Union; whereas particular attention must be paid to cultural and language specificities in the debate on the establishment of a single market in the creative content sector,*

*Amendment*

**Amendment 37**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Recital F**

*Motion for a resolution*

F. whereas it is essential to ensure the artistic and cultural education of citizens **and to appreciate the creative process** in order to develop creativity and knowledge of the arts, culture, cultural heritage and the cultural diversity of the EU,

*Amendment*

F. whereas ***creativity depends on the accessibility of existing creative knowledge and content***, and whereas it is essential to ensure the artistic and cultural education of citizens in order to develop creativity and knowledge of the arts, culture, cultural heritage and the cultural diversity of the EU,

Or. fr

**Amendment 38**  
**Helga Trüpel**

**Motion for a resolution**  
**Recital F**

*Motion for a resolution*

F. whereas it is essential to ensure the artistic and cultural education of citizens and to appreciate the creative process in order to develop creativity and knowledge of the arts, culture, cultural heritage and the cultural diversity of the EU,

*Amendment*

F. whereas it is essential to ensure the artistic and cultural education of citizens and to appreciate the creative process in order to develop creativity and knowledge of the arts, culture, cultural heritage and the cultural diversity of the EU, ***education should extend to learning about not only digital rights but also obligations, to foster better understanding and respect of works protected by IPRs***,

Or. en

**Amendment 39**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital F**

*Motion for a resolution*

F. whereas it is essential to ensure the artistic and cultural education of citizens and to appreciate the creative process in order to develop creativity and knowledge of the arts, culture, cultural heritage and the cultural diversity of the *EU*,

*Amendment*

F. whereas it is essential to ensure the artistic and cultural education of citizens and to appreciate the creative process in order to develop creativity and knowledge of the arts, culture, cultural heritage and the cultural diversity of the *European Union*,

Or. fr

**Amendment 40**  
**Silvia Costa**

**Motion for a resolution**  
**Recital F a (new)**

*Motion for a resolution*

*Amendment*

*Fa. whereas the creative and cultural industries have a role to play in preserving distinctive, invaluable and unique skills and abilities through the fusion of contemporary creativity and long-standing experience and whereas, especially in certain sectors such as, for example, fashion, watchmaking and jewellery, the reputation and worldwide success of European industries in the sector are founded upon the manual skills and expertise of artisans and creatives,*

Or. it

**Amendment 41**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital G**

*Motion for a resolution*

G. whereas cultural and creative industries play a major role in developing centres of creativity at local and regional level,

*Amendment*

G. whereas cultural and creative industries play a major role in developing centres of creativity at local and regional level ***which make regions more attractive and allow businesses and jobs anchored in the local and regional economic fabric to be created and developed, make the regions more attractive to tourists, promote the setting up of new businesses and enhance the profile of these regions, and promote the cultural and artistic sector and the preservation, promotion and enhancement of the European cultural heritage thanks to numerous agencies such as local and regional authorities,***

Or. fr

**Amendment 42**  
**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Recital G a (new)**

*Motion for a resolution*

***Ga. whereas artists do not have at present a legal status at EU level that takes into account the specific nature of their work and their career, in regard to mobility, working conditions and social protection in particular,***

*Amendment*

Or. it

**Amendment 43**  
**Silvia Costa**

**Motion for a resolution**  
**Recital G a (new)**

*Motion for a resolution*

*Amendment*

***Ga. whereas they play a role in European competitiveness in the global economy,***

Or. it

**Amendment 44**  
**Silvia Costa**

**Motion for a resolution**  
**Recital G b (new)**

*Motion for a resolution*

*Amendment*

***Gb. whereas culture and creativity are very important to the European Union's external relations, being the subject of a report by the Committee on Culture and Education which is awaiting approval (2010/2161(INI)),***

Or. it

**Amendment 45**  
**Silvia Costa**

**Motion for a resolution**  
**Recital G c (new)**

*Motion for a resolution*

*Amendment*

***Gc. whereas the European Neighbourhood and Partnership Instrument (ENPI) and its regional action plan (RIP) have been approved and funded for 2011-2013,***

Or. it

**Amendment 46**  
**Silvia Costa**

**Motion for a resolution**  
**Recital G d (new)**

*Motion for a resolution*

*Amendment*

***Gd. whereas the cultural and creative industries have an influence on almost every other economic sector, furnishing them with innovations that are decisive for competitiveness, especially where JTIs are concerned,***

Or. it

**Amendment 47**  
**Silvia Costa**

**Motion for a resolution**  
**Recital G e (new)**

*Motion for a resolution*

*Amendment*

***Ge. whereas the role of the European Creative Industries Alliance should be enhanced,***

Or. it

**Amendment 48**  
**Silvia Costa**

**Motion for a resolution**  
**Recital G f (new)**

*Motion for a resolution*

*Amendment*

***Gf. whereas the cultural and creative industries sector is enhanced and its***

*visibility ensured through various initiatives by the European Parliament and the Council of Europe, such as the Europe Prize, the LUX Prize, and the Cultural Routes,*

Or. it

**Amendment 49**  
**Emma McClarkin**

**Motion for a resolution**  
**Recital G a (new)**

*Motion for a resolution*

*Amendment*

*Ga. whereas many people involved in the creative and cultural industries are self-employed,*

Or. en

**Amendment 50**  
**Emma McClarkin**

**Motion for a resolution**  
**Recital G b (new)**

*Motion for a resolution*

*Amendment*

*Gb. whereas the cultural and creative industries are a growth market in the EU and an area where Member States have the potential to be global market leaders,*

Or. en

**Amendment 51**  
**Emma McClarkin**

**Motion for a resolution**  
**Recital G c (new)**

*Motion for a resolution*

*Amendment*

***Gc. whereas the cultural and creative industries are key enablers of innovation in other sectors,***

Or. en

**Amendment 52**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph -1 (new)**

*Motion for a resolution*

*Amendment*

***-1. Acknowledges the impact, competitiveness and future potential of cultural and creative industries as an important engine for sustainable growth in Europe that can play a decisive role in the EU's economic recovery;***

Or. en

**Amendment 53**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph -1 (new)**

*Motion for a resolution*

*Amendment*

***-1. Recommends the mainstreaming of policies for the cultural and creative industries within the EU's political and administrative system;***

Or. de



**Amendment 54**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 1**

*Motion for a resolution*

1. ***Underlines the need to analyse cultural and creative industries and the impact of their activities on the European economy, describing them each in turn;***

*Amendment*

*deleted*

Or. pl

**Amendment 55**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 1**

*Motion for a resolution*

1. ***Underlines*** the need to analyse cultural and creative industries and the impact of their activities on the European economy, describing them each in turn;

*Amendment*

1. ***Stresses*** the need to analyse cultural and creative industries and the impact of their activities on the European economy, ***identifying, defining and*** describing them each in turn;

Or. en

**Amendment 56**  
**Marco Scurria**

**Motion for a resolution**  
**Paragraph 1**

*Motion for a resolution*

1. Underlines the need to analyse cultural and creative industries and the impact of their activities on the European economy, describing them each in turn;

*Amendment*

1. Underlines the need to analyse cultural and creative industries and the impact of their activities on the European economy, describing them each in turn, ***in order to highlight their characteristics, better understand their goals and problems and***

*implement more effective measures;*

Or. it

**Amendment 57**  
**Maria Badia i Cutchet**

**Motion for a resolution**  
**Paragraph 1 a (new)**

*Motion for a resolution*

*Amendment*

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

Or. es

**Amendment 58**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 1 a (new)**

*Motion for a resolution*

*Amendment*

*1a. Calls on the Member States to be strongly committed to protecting and supporting their own cultural heritage, recognising that for cultural and creative industries to develop requires a dual economy where public and private investment coexist;*

Or. it

**Amendment 59**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 2**

*Motion for a resolution*

*Amendment*

**2. Underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors;**

*deleted*

Or. pl

**Amendment 60**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 2**

*Motion for a resolution*

*Amendment*

2. Underlines the need to consider working conditions and the economic, social, legal **and taxation** aspects of these sectors;

2. Underlines the need to consider working conditions and the economic, social, **and** legal aspects of these sectors;

Or. en

**Amendment 61**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 2**

*Motion for a resolution*

*Amendment*

2. Underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors;

2. underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors, **with particular reference to the entrepreneurial dimension of the cultural and creative industries and to working conditions;**

Or. it

**Amendment 62**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Paragraph 2**

*Motion for a resolution*

2. Underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors;

*Amendment*

2. Underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors;  
***stresses, in this respect, the need to fight against pay discrimination and to improve the degree to which jobs match the level of qualifications;***

Or. fr

**Amendment 63**  
**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 2**

*Motion for a resolution*

2. Underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors;

*Amendment*

2. Underlines the need to consider working conditions and the economic, social, legal and taxation aspects of these sectors;  
***invites the Commission, therefore, to analyse the impact the cultural and creative industries have on the EU economy, and to publish a performance evaluation guide on employment and business wealth creation in each of the sector's branches;***

Or. it

**Amendment 64**  
**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 2 a (new)**

*Motion for a resolution*

*Amendment*

**2a. Stresses the need to develop a strong sense of cultural and creative entrepreneurship at local, regional, national and European level;**

Or. it

**Amendment 65**  
**Marco Scurria**

**Motion for a resolution**  
**Paragraph 2 b (new)**

*Motion for a resolution*

*Amendment*

**2b. Asks the Commission to consider the possibility of establishing specific actions and suitable tools to support and develop European cultural and creative industries, in particular SMEs, with the aim of improving the creation, production, promotion and distribution of cultural goods and services;**

Or. it

**Amendment 66**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 2 a (new)**

*Motion for a resolution*

*Amendment*

**2a. Calls on the Commission, in light of the launch in December 2011 of the eighth Research Framework Programme, to provide for funding to implement entrepreneurial projects and start-ups proposed by young people under the age of 35 in the cultural and creative**

*industries sector;*

Or. it

**Amendment 67**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 2 a (new)**

*Motion for a resolution*

*Amendment*

***2a. Stresses that the concept of the cultural and creative industries cannot be understood as including the public promotion of culture, and that the cultural and creative industries are engaged in the creation, production, distribution and/or media dissemination of cultural or creative goods and services primarily for commercial purposes;***

Or. de

**Amendment 68**  
**Maria Badia i Cutchet**

**Motion for a resolution**  
**Paragraph 2 a (new)**

*Motion for a resolution*

*Amendment*

***2a. Recognises that, as sources of economic and social innovation in many other sectors of the economy, cultural and creative industries have great synergising power while simultaneously contributing to the promotion of low carbon emission economic environments;***

Or. es

**Amendment 69**  
**Seán Kelly**

**Motion for a resolution**  
**Paragraph 2 a (new)**

*Motion for a resolution*

*Amendment*

***2a. Underlines the need to give due regard to the challenges facing traditional sectors of the cultural and creative industries, such as book publishing, bookselling and the print media;***

Or. en

**Amendment 70**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

*Amendment*

3. Encourages the Member States and the Commission to promote artistic and cultural education among all age groups, from primary to higher ***or*** vocational education, including in the context of lifelong learning;

3. Encourages the Member States and the Commission to promote artistic and cultural education among all age groups, from primary to higher ***and/or*** vocational education, including in the context of lifelong learning;

Or. en

**Amendment 71**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

*Amendment*

3. Encourages the Member States and the Commission to promote artistic and cultural education among all age groups, from primary to higher or vocational

***3. Emphasises that the promotion of cultural education is an essential precondition both for the development of cultural resources and for prosperity in***

education, including in the context of lifelong learning;

*the cultural industries because, while culture can exist in the absence of cultural industries, cultural industries cannot exist in the absence of culture;* encourages the Member States and the Commission, *therefore*, to promote artistic and cultural education among all age groups, from primary to higher or vocational education, including in the context of lifelong learning;

Or. de

**Amendment 72**  
**Hella Ranner**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

3. Encourages the Member States and the Commission to promote artistic and cultural education among all age groups, from primary to higher or vocational education, including in the context of lifelong learning;

*Amendment*

3. Encourages the Member States and the Commission *both* to promote artistic and cultural education (*with particular emphasis on creativity*) among all age groups, from primary to higher or vocational education, *and to develop creators' entrepreneurial skills*, including in the context of lifelong learning;

Or. de

**Amendment 73**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 3**

*Motion for a resolution*

3. Encourages the Member States and the Commission to promote artistic and cultural education among all age groups, from primary to higher or vocational

*Amendment*

3. Encourages the Member States and the Commission to promote artistic and cultural education among all age groups, from primary to higher or vocational



education, including in the context of lifelong learning;

education, including in the context of lifelong learning, ***particularly on account of its role in raising awareness of creativity and teaching good use of ITC and respect for intellectual property;***

Or. fr

#### **Amendment 74**

**Ramona Nicole Mănescu, Hannu Takkula**

#### **Motion for a resolution**

##### **Paragraph 4**

###### *Motion for a resolution*

4. Underlines the need to pass on techniques and know-how and the value of reinforcing learning and setting up professional training programmes focused on the cultural and creative sector, providing multidisciplinary education and promoting cooperation and partnerships between ***schools***, students, professionals from the cultural and creative sector, enterprises of all sizes, craftspeople and financial institutions;

###### *Amendment*

4. Underlines the need to pass on techniques and know-how and the value of reinforcing learning and setting up professional training programmes focused on the cultural and creative sector, ***better harnessing the use of existing programmes and curricula***, providing multidisciplinary education and promoting cooperation and partnerships between ***educational institutions***, students, professionals from the cultural and creative sector, enterprises of all sizes, ***including private and public sector***, craftspeople and financial institutions;

Or. en

#### **Amendment 75**

**Silvia Costa**

#### **Motion for a resolution**

##### **Paragraph 4 a (new)**

###### *Motion for a resolution*

###### *Amendment*

***4a. Reiterates that the Commission and the Member States need to take account of the special nature of the curricula vitae of***

*creatives and artists when defining vocational and training paths, recognising as training credits skills acquired in formal, non formal and informal environments;*

Or. it

**Amendment 76**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 4 b (new)**

*Motion for a resolution*

*Amendment*

*4b. Reminds the Commission and the Member States of the urgent need to recognise vocational qualifications in the cultural and creative industries, to promote student and lecturer mobility and further develop training-work experience internships for artists and creatives;*

Or. it

**Amendment 77**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Paragraph 4 a (new)**

*Motion for a resolution*

*Amendment*

*4a. Calls on the Commission and the Member States to grant artists, who are at the heart of the innovation process, a separate professional status in terms of pay, employment support and access to lifelong learning;*

Or. fr

**Amendment 78**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Stresses the need to create optimum conditions for employing university-educated and professional young people from this sector and to train them in the specific economic, taxation, financial and technological aspects of the cultural and creative world and in communication and marketing;

*Amendment*

5. Stresses the need to create optimum conditions for employing university-educated and professional young people from this sector and ***to foster opportunities for them to become self-employed entrepreneurs, as well as*** to train them in the specific economic, taxation, financial and technological aspects of the cultural and creative world and in communication and marketing;

Or. en

**Amendment 79**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Stresses the need to create optimum conditions for employing university-educated and professional young people from this sector and to train them in the specific economic, taxation, financial and technological aspects of the cultural and creative world and in communication and marketing;

*Amendment*

5. Stresses the need to create optimum conditions for employing university-educated and professional young people from this sector and to train them, ***together with all other students in this field,*** in the specific economic, taxation, financial and technological aspects of the cultural and creative world and in communication and marketing;

Or. en

**Amendment 80**  
**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 5**

*Motion for a resolution*

5. Stresses the need to create optimum conditions for employing university-educated and professional young people from this sector and to train them in the specific economic, taxation, financial and technological aspects of the cultural and creative world and in communication and marketing;

*Amendment*

5. Stresses the need to create optimum conditions for employing university-educated and professional young people from this sector and to train them in the specific economic, taxation, financial and technological aspects of the cultural and creative world and in communication and marketing, ***intellectual property rights and intergenerational knowledge transfer***;

Or. it

**Amendment 81**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

***5a. Invites the Commission and those Member States that have not yet done so to act on the UNESCO Recommendation concerning the Status of the Artist;***

Or. it

**Amendment 82**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 5 b (new)**

*Motion for a resolution*

*Amendment*

***5b. Emphasises the danger of a shortage of manpower in some highly skilled or***

*very specific trades which contribute to the existence of cultural and creative industries in the European Union and asks the Commission and the Member States to take necessary measures, in conjunction with the enterprises, to ensure these unique skills are preserved and to facilitate the training of a new generation of artisans and workers specialising in these trades;*

Or. it

**Amendment 83**  
**Maria Badia i Cutchet**

**Motion for a resolution**  
**Paragraph 5 a (new)**

*Motion for a resolution*

*Amendment*

*5a. Recognises also that there is a risk of failing to harness the potential of cultural and creative industries 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 84**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

*Amendment*

6. Calls on local and regional authorities to *establish meeting places in order to raise awareness* in cultural and creative industries *among people working in the*

6. Calls on local and regional authorities to *help foster an entrepreneurial spirit amongst those* in *the* cultural and creative industries, through the sharing of expertise

*sector*, through the sharing of expertise and training in new technologies, **and among the general public**;

and training in new technologies;

Or. en

**Amendment 85**  
**Ramona Nicole Mănescu**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Calls on local and regional authorities to establish meeting places in order to raise awareness in cultural and creative industries among people working in the sector, through the sharing of expertise and training in new technologies, and among the general public;

*Amendment*

6. Calls on local and regional authorities to establish meeting places **and set the basis for the creation of local networks** in order to raise awareness in cultural and creative industries among people working in the sector, through the sharing of expertise and training in new technologies, and among the general public;

Or. en

**Amendment 86**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 6**

*Motion for a resolution*

6. Calls on local and regional authorities to establish meeting places in order to raise awareness in cultural and creative industries among people working in the sector, through the sharing of expertise and training in new technologies, and among the general public;

*Amendment*

6. Calls on local and regional authorities to establish meeting places in order to raise awareness in cultural and creative industries among people working in the sector, through the sharing of expertise, **experimentation, improving skills** and training in new technologies, **such as digital technologies**, and among the general public **through training, debates and other artistic and cultural events, and to develop creativity centres and**

*incubators to allow creative young professionals and businesses to work in a network, promote innovation and enhance the visibility of the sector;*

Or. fr

**Amendment 87**  
**Georgios Papanikolaou**

**Motion for a resolution**  
**Paragraph 6 a (new)**

*Motion for a resolution*

*Amendment*

*6a. Emphasizes that local and regional authorities can contribute significantly to better dissemination and circulation of cultural goods by organizing, supporting and promoting cultural events;*

Or. el

**Amendment 88**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 6 a (new)**

*Motion for a resolution*

*Amendment*

*6a. Calls for the inclusion in the programme of events celebrating the European Capitals of Culture a debate on the potential of creative and cultural industries;*

Or. pl

**Amendment 89**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the European Commission to **set** up a multilingual platform so that people working in the cultural and creative sector can join a European-level network enabling them to share good practices and find information on the legislation in force and funding possibilities;

*Amendment*

7. Calls on the European Commission to **look into the possibility of setting** up a multilingual platform so that people working in the cultural and creative sector can join a European-level network enabling them to share good practices and find information on the legislation in force and funding possibilities;

Or. en

**Amendment 90**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 7**

*Motion for a resolution*

7. Calls on the European Commission to set up a multilingual platform so that people working in the cultural and creative sector can join a European-level network **enabling them to share good practices** and find information on the legislation in force and funding possibilities;

*Amendment*

7. Calls on the European Commission to set up a multilingual platform so that people working in the cultural and creative sector can join a European-level network **where they can exchange experience and expertise and cooperate on joint projects or pilot projects with a transnational and cross-border dimension** and find **complete** information on the legislation in force and **on** funding possibilities;

Or. fr



**Amendment 91**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

***7a. Calls on the Commission and the Member States to determine the requirements for the status of artist and creative with suitable regulatory instruments covering social protection, employment support and access to training courses, so that the artists, authors and creatives without whom the cultural and creative industries would not exist are helped to achieve their full potential;***

Or. it

**Amendment 92**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 7 b (new)**

*Motion for a resolution*

*Amendment*

***7b. Calls on the Commission to promote joint research and partnership programmes between the cultural and creative industries and the education and training sector (including in-service training), to facilitate the use of new techniques and new creative tools in the education sector, to step up lifelong education and training – specifically through use of the European Social Fund – in view of the pace of technological change in this field, and conversely, by means of research and education, to encourage innovation in the cultural and creative industries; stresses that intercultural learning and skills help***

*people understand other cultures, thereby contributing to social inclusion;*

Or. it

**Amendment 93**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 7 c (new)**

*Motion for a resolution*

*Amendment*

*7c. Calls on the Member States to promote the availability of managerial, business and entrepreneurial training specifically tailored for professionals in the cultural and creative industries, thus equipping them with communication and entrepreneurial skills required in an ever evolving socio-economic environment; notes the positive training and management experience developed in the audiovisual field by the MEDIA programme and hopes to see the Culture programme equipped with similar instruments;*

Or. it

**Amendment 94**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 7 d (new)**

*Motion for a resolution*

*Amendment*

*7d. Establishes an annual prize for cultural and creative industries noted for their innovation in content, impact on social cohesion, local development and economic sustainability;*

Or. it

**Amendment 95**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

***7a. Stresses the importance of developing finance and business management consultation and advisory services to allow people working in the cultural and creative sector, and particularly SMEs and very small businesses, to understand the tools required for good business management in order to improve the creation, production, promotion and distribution of cultural goods and services;***

Or. fr

**Amendment 96**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 7 b (new)**

*Motion for a resolution*

*Amendment*

***7b. Stresses the need to train professionals capable of ensuring the economic and financial viability of cultural and creative projects in order to improve access to credit when faced with financial and banking institutions that are generally unfamiliar with the specific characteristics of this sector;***

Or. fr

**Amendment 97**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

***7a. Calls on the Commission to encourage SMEs to innovate through increased use of ICTs and to adapt Europe's research and innovation programmes to include SMEs;***

Or. en

**Amendment 98**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 7 b (new)**

*Motion for a resolution*

*Amendment*

***7b. Urges the Commission and Member States in association with the stake holders to organise a campaign to raise awareness at European, national and local level, especially among young European consumers, of the need to respect IPR;***

Or. en

**Amendment 99**  
**Maria Badia i Cutchet**

**Motion for a resolution**  
**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

***7a. Urges the Commission and the Member States to organise a campaign, in association with all stakeholders, to raise***

*awareness at European, national and local level, especially among the young European consumers, of the need to respect IPR;*

Or. en

**Amendment 100**

**Ivo Belet**

**Motion for a resolution**

**Paragraph 7 a (new)**

*Motion for a resolution*

*Amendment*

*7a. Given the increasing shift of the publishing industry towards digital content production and distribution, calls on the Commission to take initiatives to promote and increase digital literacy and stresses that publishers should be closely involved in initiatives on digital media literacy;*

Or. en

**Amendment 101**

**Silvia Costa**

**Motion for a resolution**

**Subheading 3**

*Motion for a resolution*

*Amendment*

Improving the distribution of works in the digital age

Improving the distribution of works in the digital age *within and beyond the European Union's borders*

Or. it

## **Amendment 102**

**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

### **Motion for a resolution**

#### **Paragraph 8**

##### *Motion for a resolution*

8. Underlines that, in order to guarantee better distribution of European works and repertoires, initiatives must be introduced aimed at improving and promoting translation, dubbing, subtitling **and** surtitling of European cultural works and at drawing up specific measures in these areas as part of the new generation of MEDIA and Culture programmes for the period 2014-2020;

##### *Amendment*

8. Underlines that, in order to guarantee better distribution of European works and repertoires, initiatives must be introduced aimed at improving and promoting translation, dubbing, subtitling, surtitling **and digitisation** of European cultural works and at drawing up specific measures in these areas as part of the new generation of MEDIA and Culture programmes for the period 2014-2020;

Or. it

## **Amendment 103**

**Silvia Costa**

### **Motion for a resolution**

#### **Paragraph 8 a (new)**

##### *Motion for a resolution*

##### *Amendment*

**8a. Asks the Commission to ensure that actions under the 2014-2020 MEDIA Programme are mostly for the benefit of the whole audiovisual sector, including radio, television and the Internet and assist in the changeover to digital in all the audiovisual sectors;**

Or. it

## **Amendment 104**

**Helga Trüpel**

### **Motion for a resolution**

#### **Paragraph 8 a (new)**

*Motion for a resolution*

*Amendment*

***8a. Underlines that initiatives on digital media literacy should ensure a close involvement of publishers, given the highly valuable experience of the publishing industry as regards media literacy and given the increasing shift of this industry towards digital content production and distribution and calls on the Commission to link its goal of promoting digital literacy to media literacy in order to promote critical appraisal of online content;***

Or. en

**Amendment 105**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 8 a (new)**

*Motion for a resolution*

*Amendment*

***8a. Stresses that online use can represent a real opportunity for better diffusion and distribution of European works, particularly audiovisual works, in conditions where legal supply can develop in an environment of healthy competition which effectively tackles the illegal supply of protected works and new ways of remunerating creators can develop which involve them financially in the success of their works;***

Or. fr

**Amendment 106**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 8 b (new)**

*Motion for a resolution*

*Amendment*

***8b. Notes that as regards promotion of cultural exchange and diversity, access to third-country markets is subject to many tariff and non-tariff barriers which, together with the insecurity of the distribution and exploitation networks, makes it difficult for European culture to have a genuine presence;***

Or. fr

**Amendment 107**  
**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 8 a (new)**

*Motion for a resolution*

*Amendment*

***8a. Proposes the creation of new pilot projects under the Erasmus and Erasmus for Young Entrepreneurs programmes to allow for greater collaboration between universities and enterprises in the cultural and creative sector;***

Or. it

**Amendment 108**  
**Marco Scurria**

**Motion for a resolution**  
**Paragraph 8 b (new)**



*Motion for a resolution*

*Amendment*

**8a. Reaffirms the aim of preserving the specific nature of some trades and the transfer of know-how, especially in the cultural, creative and crafts sector, and of guaranteeing mechanisms for knowledge transfer; proposes encouraging the establishment at local, regional and territorial level of knowledge transfer workshops, particularly for the traditional creative sector;**

Or. it

**Amendment 109**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 9**

*Motion for a resolution*

*Amendment*

9. Urges the Member States and the Commission to establish technical and financial support mechanisms in cultural and creative industries with the aim of digitising cultural heritage **and to introduce common European standards;**

9. Urges the Member States and the Commission to establish technical and financial support mechanisms in cultural and creative industries with the aim of digitising cultural heritage **throughout the EU;**

Or. en

**Amendment 110**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 9**

*Motion for a resolution*

*Amendment*

9. Urges the Member States and the Commission to establish technical and financial support mechanisms in cultural

9. Urges the Member States and the Commission to establish **a European digital single market**, technical and

and creative industries with the aim of digitising cultural heritage and to introduce common European standards;

financial support mechanisms in cultural and creative industries with the aim of digitising cultural heritage and to introduce common European standards;

Or. en

**Amendment 111**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 9**

*Motion for a resolution*

9. Urges the Member States and the Commission to establish technical and financial support mechanisms in cultural and creative industries with the aim of digitising cultural heritage and to introduce common European standards;

*Amendment*

9. Urges the Member States and the Commission to establish technical and financial support mechanisms in cultural and creative industries with the aim of digitising cultural heritage and to introduce common European standards ***and calls on the Commission to consider establishing a specific budget line under the ‘Digital Agenda’ flagship initiative to support the changeover to digital in European cinemas, in order to ensure that all EU citizens have access to content reflecting Europe’s different identities and make the whole of the European film sector more competitive;***

Or. it

**Amendment 112**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 9 a (new)**

*Motion for a resolution*

***9a. Calls on the European Commission to encourage the growth of the cultural and creative industries, especially online, by***

*Amendment*

*taking relevant steps to ensure that all stakeholders share the responsibility for equally protecting products and services in the digital environment in order to build greater consumer trust online;*

Or. en

**Amendment 113**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 9 a (new)**

*Motion for a resolution*

*Amendment*

*9a. Recommends that the cultural/creative value-chain model should be the determining one in fostering the cultural and creative industries and that, in this context, the link between the cultural and creative act that generates added value and the transmission and exploitation of cultural products be respected;*

Or. de

**Amendment 114**  
**Morten Løkkegaard**

**Motion for a resolution**  
**Paragraph 9 a (new)**

*Motion for a resolution*

*Amendment*

*9a. Calls on the Commission to enable the viability of a pan-European licensing system that builds on the existing multi-territory individual and collective rights licensing models and facilitates the launch of services with wide choice of content, hereby increasing the legal access to online cultural content;*

**Amendment 115**  
**Helga Trüpel**

**Motion for a resolution**  
**Paragraph 9 a (new)**

*Motion for a resolution*

*Amendment*

***9a. Calls for better respect of the existing legal framework concerning copyright, both to ensure effective enforcement, as well as to secure remuneration for the use of creative and journalistic content;***

Or. en

**Amendment 116**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 9 a (new)**

*Motion for a resolution*

*Amendment*

***9a. Calls on the Commission to establish a legal framework to ensure a high level of confidence in the digital space – commercial and non-commercial – so that cultural and creative industries on the one hand and consumers on the other can make full use of digital distribution channels without fear of being deterred by misleading or abusive practices;***

Or. fr

**Amendment 117**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 9 b (new)**

*Motion for a resolution*

*Amendment*

***9b. Calls on the Commission to ensure the strict implementation of Article 13 of the 2007 Audiovisual Media Services Directive, which provides for the Member States to ensure that on-demand audiovisual media services promote the production of and access to European works and to report to it on the implementation of this provision no later than 2012;***

Or. fr

**Amendment 118**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 9 c (new)**

*Motion for a resolution*

*Amendment*

***9c. Calls on the Commission, in view of the proliferation of bilateral trade agreements, to submit to Parliament a clear, overall strategy on the cultural cooperation protocols (CCP) annexed to those agreements, with a view to adapting the offer of European cooperation to the needs and specific characteristics of cultural and creative industries in the partner countries, in accordance with the commitments undertaken in the WTO and the spirit and letter of the Unesco Convention on the Protection and Promotion of the Diversity of Cultural Expressions;***

Or. fr

**Amendment 119**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 9 a (new)**

*Motion for a resolution*

*Amendment*

***9a. Calls on the Commission to consider, with reference to the ‘Digital Agenda’ flagship initiative, the need to support the adjustment of European electronic publishing to the challenges posed by competition, by creating conditions favouring the interoperability of systems, transferability from one device to another and fair competition;***

Or. it

**Amendment 120**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 9 b (new)**

*Motion for a resolution*

*Amendment*

***9b. Requests that priority funding be granted under the ENPI RIP 2011-2013 programme to cultural and creative industries, with particular reference to the audiovisual sector and the production and distribution of audiovisual works in the Euro-Mediterranean region;***

Or. it

**Amendment 121**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 10**

*Motion for a resolution*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the creative sector are consolidated;

*Amendment*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee **affordable** access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the creative sector are consolidated;

Or. en

**Amendment 122**

**Silvia Costa**

**Motion for a resolution**

**Paragraph 10**

*Motion for a resolution*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the **creative sector** are consolidated;

*Amendment*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the **creation and production of new works** are consolidated ;

Or. it

**Amendment 123**

**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**

**Paragraph 10**

*Motion for a resolution*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the creative sector are consolidated;

*Amendment*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the creative sector are consolidated; ***stresses, in this context, the essential role of collecting societies for the development of European creativity and the digital economy, and calls on the Commission, in the context of the ongoing drafting of a proposal for a directive on collective rights management, to establish an appropriate legal framework for collecting societies and the reaggregation of copyright repertoire;***

Or. fr

**Amendment 124**  
**Helga Trüpel**

**Motion for a resolution**  
**Paragraph 10**

*Motion for a resolution*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the creative sector are consolidated;

*Amendment*

10. Calls on the Member States and the Commission to take the necessary steps to establish a European internal market for on-line cultural and creative content and guarantee access to this content to European citizens whilst ensuring that those entitled are protected and properly compensated and that all funding channels for the creative sector are consolidated; ***calls on the Commission to adapt copyright to the digital era allowing the cultural and creative industries reaping the benefits created by digital technology***



*and media convergence and to consider specific ways of facilitating the use of creative content and archived material;*

Or. en

**Amendment 125**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 10 a (new)**

*Motion for a resolution*

*Amendment*

*10a. Points out that the economic model for cultural and creative industries, including in the luxury sector which is representative of it, is based on innovation, constant creativity, consumer confidence and investment in jobs that are often highly skilled and involve unique know-how; calls on the Commission to promote the sustainability of this economic model in its proposals affecting cultural and creative industries by developing a regulatory framework adapted to their specific characteristics, particularly as regards respect for intellectual property rights;*

Or. fr

**Amendment 126**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 10 a (new)**

*Motion for a resolution*

*Amendment*

*10a. Stresses the need for effective protection of intellectual property rights both online and offline and recalls that Article 118 TFEU authorises the*

*establishment of consolidated EU  
legislation on copyright;*

Or. it

**Amendment 127**  
**Ramona Nicole Mănescu, Hannu Takkula**

**Motion for a resolution**  
**Paragraph 10 a (new)**

*Motion for a resolution*

*Amendment*

*10a. Calls on the Member States and the Commission to set up the basis for the creation of a European mechanism to guarantee and ensure the protection of intellectual property rights, online and offline, of all actors involved in the cultural and creative industries sectors;*

Or. en

**Amendment 128**  
**Hella Ranner**

**Motion for a resolution**  
**Paragraph 10 a (new)**

*Motion for a resolution*

*Amendment*

*10a. Calls on the Commission to recognise the cultural and creative industries as a productive part of the European economy, notably in terms of their capacity to help make other sectors of the economy more competitive;*

Or. de

**Amendment 129**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 10 a (new)**

*Motion for a resolution*

*Amendment*

***10a. Recommends that creative cultural activities in the transition phase between ludic self-expression and gainful employment be identified and afforded specific support tailored to their needs, with a view not merely to their prospects of commercial success but also to the concept of creating a generally sound basis for such creative cultural activities; points out that the potential of the cultural and creative industries will be realised only if the European Union centres its efforts around the social significance of the non-material values inherent in culture;***

Or. de

**Amendment 130**  
**Marek Henryk Migalski**

**Motion for a resolution**  
**Paragraph 10 a (new)**

*Motion for a resolution*

*Amendment*

***10a. Stresses the importance of the European Digital Library to the process of disseminating the culture of EU Member States, and calls on the Member States to expand its collections on a regular basis;***

Or. pl

**Amendment 131**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Calls on the Commission to *consider new economic models in the creative and cultural sector which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries, to consider the best way to adapt the regulatory framework – and in particular the rules on competition policy – to the specific situation of the cultural sector in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services*, and to give thought to the optimum conditions for the development of *this* single market, *with particular regard to taxation, for example by allowing the introduction of a reduced rate of VAT for on- or off-line cultural goods and services in order to promote their development*;

*Amendment*

11. Calls on the Commission to *foster an entrepreneurial spirit within* the cultural and creative industries and to give thought to the optimum conditions for the development of *the* single market;

Or. en

**Amendment 132**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Calls on the Commission to consider new economic models in the creative and cultural sector which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries, to *consider the best way to adapt the regulatory framework – and in particular the rules on competition*

*Amendment*

11. Calls on the Commission *and all the actors concerned* to consider new economic models in the creative and cultural sector which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries; *notes, in this context, the need to ensure access to the market –*

*policy – to the specific situation of the cultural sector in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services, and to give thought to the optimum conditions for the development of this single market, with particular regard to taxation, for example by allowing the introduction of a reduced rate of VAT for on- or off-line cultural goods and services in order to promote their development;*

*including the digital market – for all artists and culture professionals in order to preserve cultural diversity and provide consumers with a diversified supply;*

Or. fr

**Amendment 133**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Calls on the Commission to **consider** new economic models in the creative and cultural sector which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries, **to consider** the best way to adapt the regulatory framework – and in particular the rules on competition policy – to the specific situation of the cultural sector in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services, **and** to give thought to the optimum conditions for the development of this single market, with particular regard to taxation, for example by allowing the introduction of a reduced rate of VAT for on- or off-line cultural goods and services in order to promote their development;

*Amendment*

11. Calls on the Commission to **support** new **and innovative** economic models in the creative and cultural sector which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries; **stresses the importance of considering** the best way to adapt the regulatory framework – and in particular the rules on competition policy – to the specific situation of the cultural sector in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services; **emphasises the need** to give thought to the optimum conditions for the development of this single market, with particular regard to taxation, for example, **concerning deductions at source applicable to copyright income**, by allowing the introduction of a reduced rate of VAT for on- or off-line cultural goods and services in order to promote their development;

**Amendment 134**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 11**

*Motion for a resolution*

11. Calls on the Commission to consider new economic models ***in the creative and cultural sector*** which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries, to consider the best way to adapt the regulatory framework – and in particular the rules on competition policy – to the specific situation of the cultural sector in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services, and to give thought to the optimum conditions for the development of this single market, with particular regard to taxation, for example by allowing the introduction of a reduced rate of VAT for on- or off-line cultural goods and services in order to promote their development;

*Amendment*

11. Calls on the Commission to consider new economic models ***for cultural enterprises*** which are adapted to the impact of globalisation and the challenges of the digital age, particularly with regard to content industries, to consider the best way to adapt the regulatory framework – and in particular the rules on competition policy – to the specific situation of the cultural sector in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services ***as well as ensuring the survival of small and medium-sized enterprises***, and to give thought to the optimum conditions for the development of this single market, with particular regard to taxation, for example by allowing the introduction of a reduced rate of VAT for on- or off-line cultural goods and services in order to promote their development;

Or. it

**Amendment 135**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

***11a. Calls on the Commission to adapt copyright to the digital age by allowing cultural and creative industries to take***

*Amendment*

*full advantage of digital technology and media convergence and to examine specific ways of facilitating the use of creative content and archives and setting up easily accessible systems for acquiring rights;*

Or. fr

**Amendment 136**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 11 b (new)**

*Motion for a resolution*

*Amendment*

*11b. Calls on the Commission and the Member States to tackle abusive commercial practices and violations of intellectual property rights, which cultural and creative industries can be victims of in both the real and digital economy;*

Or. fr

**Amendment 137**  
**Marco Scurria**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

*11a. Encourages the Member States to promote the distribution and circulation of works across the European Union;*

Or. it

**Amendment 138**  
**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 11 b (new)**

*Motion for a resolution*

*Amendment*

***11b. Reaffirms that the status of European artist must be created so that artists are able to enjoy satisfactory working conditions and appropriate measures in regard to tax systems, their right to work, social security rights and copyright in order to better mobility across the European Union;***

Or. it

**Amendment 139**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

***11a. Advocates that existing funds and programmes (such as the Microfinance Facility) be directed towards the development of small and micro-enterprises in the cultural and creative sector, with a view to optimising support for enterprises by facilitating access to information on funding options, and that the application procedures for these funds be simplified;***

Or. it



**Amendment 140**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

***11a. Calls on the Commission to adopt copyright to the digital era allowing the cultural and creative industries reaping the benefits created by digital technology and media convergence and providing European citizens with affordable access to content and to consider specific ways of facilitating the use of creative content and archived material and putting in place extended collective licensing systems and easy one-stop-shop systems for the clearance of rights;***

Or. en

**Amendment 141**  
**Ivo Belet**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

***11a. Calls on the Commission to adapt copyright to the digital era allowing the cultural and creative industries reaping the benefits created by digital technology and media convergence and to consider specific ways of facilitating the use of creative content and archived material and putting in place extended collective licensing systems and easy, one-stop-shop systems for the clearance of rights;***

Or. en

**Amendment 142**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

***11a. Calls on the Commission to consider more favourable tax conditions for the development of a single market by allowing, for example, the introduction of a reduced rate of VAT for cultural goods and services distributed on and off-line;***

Or. fr

**Amendment 143**  
**Åsa Westlund**

**Motion for a resolution**  
**Paragraph 11 a (new)**

*Motion for a resolution*

*Amendment*

***11a. Calls on the Commission and the Member States to give particular consideration to the role of libraries as institutions for the dissemination of culture and as forums for dialogue; considers that libraries, together with the educational and cultural sector, should be given responsibility and resources for the digital switchover; recalls that this process is a matter of urgency, since European libraries even now have only limited means to convert satisfactorily to digital media;***

Or. sv

**Amendment 144**  
**Silvia Costa**

**Motion for a resolution**  
**Subheading 5**

*Motion for a resolution*

**Funding** cultural and creative industries

*Amendment*

Cultural and creative industries:  
***development and funding.***

Or. it

**Amendment 145**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 12 a (new)**

*Motion for a resolution*

*Amendment*

***12a. Considers that cultural and creative industries should be at the centre of a new European policy agenda in line with the economic needs of the sector and in the context of digitalisation, and that the future Culture Programme should reflect the needs of the cultural and creative sector in the digital age through a more pragmatic, more comprehensive approach;***

Or. fr

**Amendment 146**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 12 a (new)**

*Motion for a resolution*

*Amendment*

***12a. Calls on the Commission to grant the cultural and creative industries SME status in their own right in regard to all***

*arrangements for access to credit, start-up support and employment protection, which should be suitably adapted to the specificities of the sector, with particular reference to low capitalisation, the brand as an asset, the high risk in the early stage, strong IT impact, irregular employment, the need for centralised services;*

Or. it

**Amendment 147**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 12 b (new)**

*Motion for a resolution*

*Amendment*

*12b. Calls in particular on the Commission and the Member States to account of the fact that women are at a particular disadvantage in a sector that is characterised by precariousness and irregular work;*

Or. it

**Amendment 148**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 12 c (new)**

*Motion for a resolution*

*Amendment*

*12c. Calls on the Commission to include the fashion and sustainable tourism sectors in the cultural and creative industries;*

Or. it

**Amendment 149**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 12 a (new)**

*Motion for a resolution*

*Amendment*

***12a. Highlights the considerable importance of tourism to the cultural and creative industries and recommends that the Commission encourage cities and regions to make greater use of culture as a unique asset, to cooperate more closely with one another in the realm of cultural tourism, to develop forms of cooperation between the cultural sector and the tourism sector and to support both sectors in joint marketing efforts;***

Or. de

**Amendment 150**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 12 b (new)**

*Motion for a resolution*

*Amendment*

***12b. Stresses the significance of the local and regional levels with regard to the development of Europe's cultural and creative sector and recommends that the Commission involve local and regional authorities in the follow-up measures to the green paper, in accordance with the principle of subsidiarity;***

Or. de

**Amendment 151**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 12 c (new)**

*Motion for a resolution*

*Amendment*

***12c. Recommends that the Commission assess the relevance of the structural funds, as well as current and future programmes in the fields of culture, audiovisual media, youth provision and education, in terms of their potential to further the creative sector, and that it formulate conclusions and act on them with a view to an improved support policy;***

Or. de

**Amendment 152**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 13**

*Motion for a resolution*

*Amendment*

13. Calls on all the actors concerned to ***consider*** introducing new, innovative financial instruments which are adapted to the specific needs of these industries, ***such as bank guarantee measures, repayable advances and venture-capital funds;***

13. Calls on all the actors concerned to ***investigate the possibility of*** introducing new, innovative financial instruments which are adapted to the specific needs of these industries;

Or. en

**Amendment 153**  
**Hella Ranner**

**Motion for a resolution**  
**Paragraph 13**

*Motion for a resolution*

13. Calls on all the actors concerned to consider introducing new, innovative financial instruments ***which are adapted to the specific needs of these industries***, such as bank guarantee measures, repayable advances and ***venture-capital*** funds;

*Amendment*

13. Calls on all the actors concerned to consider introducing new, innovative financial instruments – such as bank guarantee measures, repayable advances and ***risk-capital*** funds – ***which take account of the needs of these industries and especially of the fact that creators' only form of capital is, in many cases, non-material***;

Or. de

**Amendment 154**

**Emil Stoyanov**

**Motion for a resolution**

**Paragraph 13**

*Motion for a resolution*

13. Calls on all the actors concerned to consider introducing new, innovative financial instruments which are adapted to the specific needs of these industries, such as bank guarantee measures, repayable advances and venture-capital funds;

*Amendment*

13. Calls on all the actors concerned to consider introducing new, innovative financial instruments, ***both at a European level and at national level***, which are adapted to the specific needs of these industries, such as bank guarantee measures, repayable advances and venture-capital funds;

Or. bg

**Amendment 155**

**Silvia Costa**

**Motion for a resolution**

**Paragraph 13**

*Motion for a resolution*

13. Calls on all the actors concerned to consider introducing new, innovative

*Amendment*

13. Calls on all the actors concerned to consider introducing new, innovative

financial instruments which are adapted to the specific needs of these industries, such as bank guarantee measures, repayable advances *and* venture-capital funds;

financial instruments which are adapted to the specific needs of these industries, such as bank guarantee measures, repayable advances, venture-capital funds *and incentives for the establishment of local consortia*;

Or. it

#### **Amendment 156**

**Marco Scurria, Marie-Thérèse Sanchez-Schmid**

#### **Motion for a resolution**

##### **Paragraph 13**

###### *Motion for a resolution*

13. Calls on all the actors concerned to consider introducing new, innovative financial instruments which are adapted to the specific needs of these industries, such as bank guarantee measures, repayable advances and venture-capital funds;

###### *Amendment*

13. Calls on all the actors concerned to consider introducing new, innovative financial instruments which are adapted to the specific needs of these industries, such as bank guarantee measures, repayable advances and venture-capital funds;  
*Stresses the importance of professionals in the banking sector being trained to advise on financing cultural and creative projects so that there is better access to credit from financial institutions;*

Or. it

#### **Amendment 157**

**Emil Stoyanov**

#### **Motion for a resolution**

##### **Paragraph 13 a (new)**

###### *Motion for a resolution*

###### *Amendment*

*13a. Calls on the Commission and the Member States to consider what scope there may be for establishing specialised European and national funds to finance cultural and creative industries;*



Or. bg

**Amendment 158**  
**Malika Benarab-Attou**

**Motion for a resolution**  
**Paragraph 13 a (new)**

*Motion for a resolution*

*Amendment*

***13a. Calls on the Commission to adapt the regulatory frameworks to the specific situation of the cultural sector, in particular the competition rules in force, in order to ensure cultural diversity and consumer access to a range of high-quality cultural content and services;***

Or. fr

**Amendment 159**  
**Georgios Papanikolaou**

**Motion for a resolution**  
**Paragraph 14 a (new)**

*Motion for a resolution*

*Amendment*

***14a. Regrets the reluctance to finance business initiatives related to culture and urges Member States to support creators who wish to develop and present a convincing business plan in this area;***

Or. el

**Amendment 160**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 14 a (new)**

*Motion for a resolution*

*Amendment*

***14a. Calls on the Commission and the Member States to once again include under the heading of cultural and creative industries non-profit organisations and social economy operators - as defined in the Commission Resolution of 19 February 2009 - as they are active in sectors relevant to the cultural and creative industries, thereby permitting the adoption of tax benefits, easy access to loans and employment protection;***

Or. it

**Amendment 161**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 14 b (new)**

*Motion for a resolution*

*Amendment*

***14b. Suggests that the Commission set up an open method of coordination among the Member States, the regions and the stakeholders that draws upon the experience of the European Creative Industries Alliance and the Our Policy Development platform for the exchange of best practice in regard to ways of promoting and protecting the cultural and creative industries, looking at aspects of competitiveness, innovation, upgrading the local area, employment involving high level of professional and technological content, European collaboration;***

Or. it

**Amendment 162**  
**Silvia Costa**

**Motion for a resolution**  
**Paragraph 14 c (new)**

*Motion for a resolution*

*Amendment*

***14c. Calls on the Commission to draw up a white paper, in view of the cultural and creative industries' ever increasing importance as well as the objective of strengthening this sector, which is of strategic importance for the achievement of the Europe 2020 goals;***

Or. it

**Amendment 163**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 14 a (new)**

*Motion for a resolution*

*Amendment*

***14a. Recommends, on the one hand, that more intensive research be conducted into the interdependence of cultural provision and the location of cultural and creative businesses, as well as the EU-wide significance of culture as a factor in companies' location decisions; and, on the other, that support be given to academic research into the impact which cultural and creative businesses have on the places where they locate;***

Or. de

**Amendment 164**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 14 b (new)**

*Motion for a resolution*

*Amendment*

***14b. Recommends that a framework be established for the provision of microcredit to cultural and creative microbusinesses and small businesses;***

Or. de

**Amendment 165**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 14 a (new)**

*Motion for a resolution*

*Amendment*

***14a. Underlines the importance of patronage and public-private partnerships in the financing and support of cultural and creative activities and calls for better access to credit for cultural and creative industries, and stresses the importance of putting in place new financial arrangements based, for example, on mixed funds and revolving credit funds;***

Or. fr

**Amendment 166**  
**Santiago Fisas Aixela, Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 15**

*Motion for a resolution*

*Amendment*

15. Underlines the importance of patronage and public-private partnerships in the

15. Underlines the importance of patronage and public-private partnerships in the

financing and support of cultural and creative activities and calls for better access to credit for these sectors;

financing and support of cultural and creative activities and calls for better access to credit for these sectors ***and for alternative formulas such as tax relief or tax incentives to be examined in order to encourage patronage by enterprises;***

Or. es

**Amendment 167**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 15 a (new)**

*Motion for a resolution*

*Amendment*

***15a. Encourages the Member States and local and regional authorities to create favourable conditions for cultural and creative industries to establish contact with the organisations likely to provide them with funding, and calls on those authorities to raise awareness among financial organisations of the specific situation of cultural and creative industries in order to persuade them to invest in these industries, and more particularly in SMEs and very small businesses, on the basis of cultural projects with a strong economic potential;***

Or. fr

**Amendment 168**  
**Marie-Thérèse Sanchez-Schmid**

**Motion for a resolution**  
**Paragraph 15 b (new)**

*Motion for a resolution*

*Amendment*

***15b. Calls on local and regional authorities to join together in networks***

*with a view to exchanging good practice  
and setting up cross-border and  
transnational pilot projects;*

Or. fr

**Amendment 169**  
**Marco Scurria**

**Motion for a resolution**  
**Paragraph 15 a (new)**

*Motion for a resolution*

*Amendment*

*15a. Encourages local, territorial and regional bodies to make the financial institutions more aware of the special features of the cultural and creative industries so they are motivated to invest in these industries and in particular in the SMEs;*

Or. it

**Amendment 170**  
**Marco Scurria**

**Motion for a resolution**  
**Paragraph 15 b (new)**

*Motion for a resolution*

*Amendment*

*15b. Calls on the Commission to set up a multilingual portal establishing a European network connecting professionals in the cultural and creative sector so they may exchange experience and best practices, cooperate on common transnational and cross-border projects, and acquaint themselves with the statutory rules in force, copyright issues, social rights and potential funding;*

Or. it

**Amendment 171**  
**Emma McClarkin**

**Motion for a resolution**  
**Paragraph 15 a (new)**

*Motion for a resolution*

*Amendment*

***15a. Calls on Member States and the Commission to better aid the transition of creative talent into entrepreneurial success;***

Or. en

**Amendment 172**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 a (new)**

*Motion for a resolution*

*Amendment*

***15a. Calls on the Commission and the Member States to promote patronage and thus strengthen the link between cultural and creative industries and enterprises through tax incentives;***

Or. es

**Amendment 173**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 b (new)**

*Motion for a resolution*

*Amendment*

***15b. Asks for support for specific financing measures for cultural and creative industries as returns on investment in this sector come in the***

*longer term;*

Or. es

**Amendment 174**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 c (new)**

*Motion for a resolution*

*Amendment*

***15c. 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 175**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 d (new)**

*Motion for a resolution*

*Amendment*

***15d. 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 176**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 e (new)**



*Motion for a resolution*

*Amendment*

***15e. Recognises the importance of cultural and creative industries in fostering the development of European content thereby contributing to the cultural convergence of the Member States and a closer relationship between their people;***

Or. es

**Amendment 177**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 f (new)**

*Motion for a resolution*

*Amendment*

***15f. Recognises the effectiveness of EU programmes such as the Competitiveness and Innovation Programme in enabling SMEs to access financing, and suggests that the Commission assess the possibility of devising similar specific programmes for cultural and creative industries, given how important this type of company is to recovering from the current recession;***

Or. es

**Amendment 178**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 g (new)**

*Motion for a resolution*

*Amendment*

***15g. 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 179**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 h (new)**

*Motion for a resolution*

*Amendment*

*15h. Recognises the need to encourage the creation of platforms and international networks with the aim of transferring innovation and improving competitiveness in the field of technology and content;*

Or. es

**Amendment 180**  
**Cristina Gutiérrez-Cortines**

**Motion for a resolution**  
**Paragraph 15 i (new)**

*Motion for a resolution*

*Amendment*

*15i. Recognises that it is not just innovation in technological production that must be promoted but also innovation in management processes and in developing the projects themselves and their distribution and marketing;*

Or. es

**Amendment 181**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 15 a (new)**

*Motion for a resolution*

*Amendment*

***15a. Recommends that, in future, when European Capitals of Culture are being selected, one of the criteria should be the potential of the applicants' ideas in relation to the cultural and creative industries;***

Or. de

**Amendment 182**  
**Petra Kammerevert**

**Motion for a resolution**  
**Paragraph 15 b (new)**

*Motion for a resolution*

*Amendment*

***15b. Calls on the Member States and the Commission to boost the export of cultural and creative products and services and strive to raise the profile of Europe's cultural and creative industries outside the EU;***

Or. de