Committee on Culture and Education
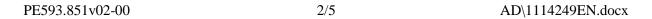
2016/2271(INI)

30.1.2017

OPINION

of the Committee on Culture and Education

for the Committee on Industry, Research and Energy

on digitising European industry
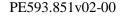(2016/2271(INI))

Rapporteur: Angel Dzhambazki

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SUGGESTIONS

The Committee on Culture and Education calls on the Committee on Industry, Research and Energy, as the committee responsible, to incorporate the following suggestions into its motion for a resolution:

1. Recalls that, with some 40 % of EU workers lacking adequate digital skills, which impacts negatively on their participation in society and their ability to work, and noting that six out of the top ten skills requirements are technical or digital skills, the Union faces a digital skills gap; takes note of the Commission's recent Communications on 'Digitising European industry' and 'A New Skills Agenda for Europe' as a first step in the right direction with regard to improving the digital literacy and skills of European citizens; highlights, nevertheless, the need to adopt additional systemic initiatives, which should provide for a comprehensive framework to raise awareness among European citizens of the importance of such skills and to embed their use into daily life;

2. Calls on the Commission to place digital skills at the heart of its upcoming revision of the Key Competences Framework; encourages the Member States to further develop primary, secondary and tertiary education curricula, as well as vocational training programmes, to meet the needs of an increasingly digital labour market and a digitally mediated democracy, providing citizens with skills for active participation and interaction with the government; emphasises the need for proper teacher training, which helps update teaching methodology and increases innovative digital and distance learning opportunities, leading to better possibilities for students to meet new digital skills requirements in the labour market;

3. Highlights the opportunity that education through digitisation presents to young Europeans not in education or employment and calls for measures that will, in turn, improve inclusion both socially and in the labour market;

4. Emphasises the need to address the steadily widening divide in access to the internet and digital skills, with targeted support for unemployed individuals, adults with a low literacy level and those groups who typically experience 'interrupted learning' and 'learning at a distance' educational barriers, such as the Traveller community;

5. Believes that basic digital skills – taught as part of primary and secondary education curricula – should encompass knowledge of the possibilities that digital skills offer, advanced use of basic digital tools, safe internet behaviour and search methodologies to identify credible sources, and promote awareness-raising about rights online; further underlines the need to include media literacy in school curricula and in the programmes of cultural education institutions, allowing citizens to have a critical understanding of different forms of media and thereby increasing and enhancing the resources and opportunities offered by 'digital literacy'; stresses that emphasis should be placed on learning-by-doing approaches;

6. Stresses the importance of incorporating a digital skills agenda into lifelong learning programmes for the working-age population and especially for senior citizens, who represent 18.9 % and rising of the total population of the European Union and who will thus gain significant employment potential in addition to their long work experience;

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7. Highlights the considerable disparity across Member States in terms of digitisation and digital literacy and skills, and considers it imperative to promote greater convergence in this area; emphasises that promoting best practice exchange and dialogue can bridge that gap; highlights the potential of the Grand Coalition for Digital Jobs in this respect; reiterates that such specific initiatives need to be embedded in a wider, more ambitious framework of digital actions;

8. Stresses that special support for 'analogue' multilingualism in Europe is beneficial both in terms of digitising European industry and teaching comprehensive digital skills; stresses, therefore, that considerably more attention must be given to basic research on statistical, intelligent and machine-supported translation and learning software;

9. Welcomes the multi-stakeholder approach inherent in the Commission's 'digital innovation hub' model; notes that close collaboration between universities and businesses can help shape a more diverse agenda and provide on-the-job education and training opportunities;

10. Emphasises that Cultural and Creative Industries (CCIs) are both drivers and beneficiaries of digital innovation; points out that, as they are often small and micro-enterprises, CCIs need targeted support to help them 'go digital' and develop their activities in a secure, durable and effective manner;

11. Points out that, as evidenced by the Europeana initiative, the digitisation of European works represents a significant opportunity to improve their accessibility, distribution and promotion and that digital innovation can provide the impetus for a revolution in the way that cultural goods are exhibited and accessed; stresses the importance of promoting in particular the use of 3D technologies for data collection and the reconstruction of destroyed cultural goods and heritage; emphasises the need to guarantee funding for the digitisation, preservation and online availability of European cultural heritage;

12. Regrets the fact that historical and cultural sites are often not easily accessible for those with a disability and highlights the opportunities that a stronger digital cultural platform presents in improving engagement and making cultural experiences, sites and artefacts throughout Europe more accessible regardless of geographical location;

13. Stresses that digitisation should complement, and not substitute for, physical interaction with original cultural goods, such as museum exhibits or books; insists that any commercial agreements for the digitisation of cultural goods should be framed in such a way as not to jeopardise the broadest possible public access to those goods;

14. Recommends that all new audiovisual works should be systematically registered with an international standard identifier such as the International Standard Audiovisual Number (ISAN) or the Entertainment Identifier Registry (EIDR) to improve the identification and discoverability of audiovisual content online and to achieve interoperability among film databases and catalogues in Europe;

15. Emphasises the importance of promoting and fostering the digital production of high-quality cultural, creative and educational content, which helps strengthen the know-how and competitiveness of European industry in these fields;

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16. Encourages research on, and the development of, assistive technologies, which could be used and become new industrial products for the inclusion of disabled people.

RESULT OF FINAL VOTE IN COMMITTEE ASKED FOR OPINION

Date adopted	24.1.2017
Result of final vote	+: 26 –: 0 0: 0
Members present for the final vote	Dominique Bilde, Andrea Bocskor, Silvia Costa, Mircea Diaconu, Angel Dzhambazki, Jill Evans, María Teresa Giménez Barbat, Giorgos Grammatikakis, Petra Kammerevert, Andrew Lewer, Svetoslav Hristov Malinov, Curzio Maltese, Luigi Morgano, Momchil Nekov, John Procter, Michaela Šojdrová, Yana Toom, Helga Trüpel, Sabine Verheyen, Julie Ward, Bogdan Brunon Wenta, Theodoros Zagorakis, Bogdan Andrzej Zdrojewski, Milan Zver, Krystyna Łybacka
Substitutes present for the final vote	Therese Comodini Cachia

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