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‘Promoting the European cultural and creative sectors as sources of economic growth and jobs’
(2012/2302(INI))

Committee on Culture and Education

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MOTION FOR A EUROPEAN PARLIAMENT RESOLUTION

‘Promoting the European cultural and creative sectors as sources of economic growth and jobs’ (2012/2302(INI))

The European Parliament,

- having regard to Article 167 of the Treaty on the Functioning of the European Union,
- 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,
- having regard to Council Decision No 2006/515/EC of 18 May 2006 on the conclusion of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions¹,
- having regard to the Council conclusions of 13 and 14 November 2006 and 24 and 25 May 2007², in particular as regards the contribution of the cultural and creative sectors to the achievement of the Lisbon objectives, and the Council’s resolution of 16 November 2007 on a European agenda for culture³,
- having regard to Decision No 1855/2006/EC of the European Parliament and of the Council of 12 December 2006 establishing the Culture Programme (2007 to 2013)⁴,
- having regard to Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007)⁵,
- having regard to its resolution of 10 April 2008 on a European agenda for culture in a globalising world⁶,
- having regard to its resolution of 7 June 2007 on the social status of artists⁷,
- having regard to its resolution of 10 April 2008 on cultural industries in Europe⁸,
- having regard to the Council Conclusions of 12 May 2009 on Culture as a Catalyst for Creativity and Innovation⁹,

¹ OJ L 201, 25.7.2006, p. 15.

² OJ C 311, 21.12.2007, p. 7.

³ OJ C 287, 29.11.2007, p. 1.

⁴ OJ L 372, 27.12.2006, p. 1.

⁵ OJ L 327, 24.11.2006, p. 12.

⁶ OJ C 247 E, 15.10.2009, p. 32.

⁷ OJ C 125 E, 22.5.2008, p. 223.

⁸ OJ C 247 E, 15.10.2009, p. 25.

⁹ Doc. 8749/1/09 REV 1 and 8749/1/09 REV 1 COR 1.

- having regard to the Communication from the Commission of 19 October 2009 entitled ‘Copyright in the Knowledge Economy’ (COM(2009)0532),
 - having regard to the Communication from the Commission of 3 March 2010 on Europe 2020: A strategy for smart, sustainable and inclusive growth’ (COM(2010)2020),
 - having regard to the Commission Green Paper of 27 April 2010 entitled ‘Unlocking the potential of cultural and creative industries’ (COM(2010)0183),
 - 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 of 30 June 2010 entitled ‘Europe, the world’s No 1 tourist destination – a new political framework for tourism in Europe’ (COM(2010)0352),
 - having regard to its resolution of 12 May 2011 on unlocking the potential of cultural and creative industries¹,
 - having regard to the Council conclusions of 10 December 2012 on the ‘Industrial Policy Communication update: A Stronger European Industry for Growth and Economic Recovery’²,
 - having regard to the Communication from the Commission of 18 December 2012 on content in the Digital Single Market (COM(2012)0789),
 - having regard to the Commission Staff Working Document of 26 September 2012 on ‘Competitiveness of the European high-end industries ’ (SWD(2012)0286),
 - 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 of 26 September 2012 entitled ‘Promoting cultural and creative sectors for growth and jobs in the EU’ (COM(2012)0537),
 - having regard to Rule 48 of its Rules of Procedure,
 - having regard to the report by the Committee on Culture and Education and the opinion of the Committee on Regional Development (A7-0000/2013),
- A. whereas the cultural and creative sectors (CCS), by promoting the spread of innovation in other sectors, play a major role in the economic and social development of the Union and are an integral part of the Europe 2020 strategy for a smart, sustainable and inclusive economy;
- B. whereas the CCS make a significant contribution to promoting social cohesion and cultural and linguistic diversity in the Union;
- C. whereas the CCS should be recognised both for their intrinsic cultural value and for their major contribution to the Union’s economy in terms of growth and jobs;

¹ OJ C 377 E, 7.12.2012, p. 142.

² Doc. 17566/12.

- D. whereas the transition to the digital era represents an opportunity for the CCS in terms of the expansion of markets and the development of new economic models;
- E. whereas the links between training organisations and CCS companies should be strengthened in order to respond appropriately to their needs for specific skills;
- F. whereas the CCS are an important element in local and regional territorial development strategies for achieving the objectives of social cohesion and economic expansion;
- G. whereas it is essential to provide the CCS with access to financing methods which are stable and adapted to their needs in order to ensure their future development;
- H. whereas EU citizens need to be provided with a cultural and artistic education from an early age so as to make them aware of the arts, culture and the richness of Europe's heritage, and thereby to promote creativity;

The conditions necessary for the development of the cultural and creative sectors

1. Notes that the CCS are performing well economically and continuing to create jobs in spite of the difficulties currently facing the economies of the Union;
2. Stresses the need for recent, reliable statistics on the CCS, in particular as regards their actual situation and their potential in terms of jobs and growth;
3. Is disappointed that the action proposed by the Commission in its communication on the CCS¹ is limited in both its time horizon and scope; stresses the need to take a longer-term view of the prospects for these sectors and to draw up a programme of structured and concrete measures so as to align with the Europe 2020 strategy;
4. Calls on the Commission to bring together, on the basis of the existing platform on the potential of the cultural and creative industries, an expanded forum of the stakeholders in these sectors to develop specific solutions and thereby take an active part in establishing a structured medium- and long-term political programme;
5. Believes that it is urgent to communicate more on the importance of the CCS, in particular by acting as a mediator with other economic sectors to pass on and enhance their contribution in terms of innovation, optimise exchange between sectors, promote the formation of innovation centres and attract investors;
6. Emphasises the very disparate nature of the cultural and creative ecosystem, and stresses the need to address this by promoting the emergence of a common identity through the creation of areas of dialogue;
7. Calls for a territorial basis to be developed and for exchanges to be optimised so as to attract investors in order to enable the various cultural and creative enterprises to continue to promote growth and create jobs;

Education and training

¹ COM(2012)0537.

8. Stresses the importance of improving training, learning and qualification systems, including by offering students in cultural and arts disciplines training which is tailored to today's professional needs;
9. Considers it necessary to strengthen the links between training institutions, including universities, and CCS companies to create greater synergies and ensure a better match between the supply of training and these sectors' specific skills requirements;
10. Urges the Commission and the Member States to make progress on mutual recognition of courses, vocational qualifications and diplomas in cultural and art studies;
11. Highlights the importance of supporting cultural access and education from an early age and on a lifelong basis in order to promote creativity and allow people to give free rein to their talents;
12. Considers that art and cultural education is a prerequisite for equal opportunities;

Funding for the cultural and creative sectors

13. Considers that it is vital to provide appropriate support and funding for the CCS;
14. Calls on the Council, the Commission and the Member States to take the action required by recommending mixed methods of funding;
15. Urges the Council, the Commission and the Member States to put in place a favourable regulatory and tax framework, in particular by applying reduced rates of VAT on all cultural goods, whether on a physical medium or online;
16. Notes that the structural funds offer substantial opportunities in terms of funding for culture, creativity and innovation in the Union;
17. Calls, therefore, on the Member States and the Commission to facilitate access by CCS stakeholders to the funding available under these instruments;

The challenges of digital, globalisation and access to international markets

18. Believes that in the digital era, a modern and balanced system for protecting intellectual property rights (IPR) is an essential condition for ensuring that the CCS are competitive, as it makes it possible both to ensure appropriate remuneration for all categories of rightholders and to guarantee that consumers have access to a broad variety of content and a real choice in terms of linguistic and cultural diversity;
19. Calls, therefore, on the Commission to develop a regulatory framework which is adapted to the specific features of these sectors, particularly as regards respect for IPR;
20. Points out the export potential of the CCS and the need for the Union to keep up with global competition in order to attract and develop creative talent;

Local and regional development

21. Stresses the importance of regional cultural and creativity policies, and hence the central role of local and regional authorities in promoting and supporting the CCS;
22. Stresses the important role played by the CCS as a lever for growth and development at local and regional level by helping to make regions attractive, restructuring the socioeconomic fabric, developing new activities and creating stable and sustainable jobs;

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23. Instructs its President to forward this resolution to the Council, the Commission and the governments and parliaments of the Member States.

EXPLANATORY STATEMENT

The cultural and creative sectors (CCS) comprise a patchwork of organisations of very different sizes, operating in various fields, such as architecture, arts and crafts, cultural heritage, design, festivals, film, television, music, visual arts, performing arts, archives, libraries, publishing, radio, etc. According to a 2010 report on European competitiveness, these sectors account for up to 4.5% of GDP and 8.5 million jobs in the European Union. A number of studies have confirmed the economic importance of these sectors, which, in a Europe hit hard by economic recession, are recording above-average growth.

These sectors also play a major role as catalysers for, and disseminators of, innovation, the beneficial effects of which are not limited to the cultural and creative spheres but also extend into numerous other sectors of the economy. Ambassadors of a dynamic and radiant Europe, the cultural and creative sectors today face many challenges brought about by the digital transition, globalisation, the strong cultural and linguistic fragmentation of the markets and their difficulty in accessing funding.

Faced with these challenges, it is important today to change the public and political discourse on, and view of, the cultural and creative sectors. It is time to demonstrate that these sectors are creators of value and jobs – usually not susceptible to relocation – that they make a genuine contribution to societal value and that they will be instrumental in Europe’s digital future.

The Commission proposal

The Commission communication entitled ‘Promoting cultural and creative sectors for growth and jobs in the EU’¹ follows on from the green paper on the cultural and creative industries published in 2010 and the subsequent public consultation in 2011. This communication sets out a new strategy aiming to effectively unlock the potential of these sectors to generate economic expansion and social cohesion because the leading role that the cultural and creative sectors can play in the socioeconomic development of the European Union is not fully recognised today.

The communication draws attention to a series of initiatives seeking to promote a modern regulatory environment, strengthen the competitive and export potential of these sectors and maximise the beneficial effects for the economy as a whole.

In addition, the Commission has drawn up a list of recommendations for creating favourable conditions for the development of the cultural and creative sectors, along six main lines of action: developing skills, access to finance, promoting new business models, enlarging audiences, access to international markets and reinforcing cooperation with other sectors.

This communication highlights the Commission’s willingness to use the cultural and creative sectors as a vehicle for promoting closer cooperation between the different policy areas, particularly culture, education, industry, economic affairs, tourism, urban and regional development and territorial planning.

¹ COM(2012)0537.

As far as funding is concerned, the Commission intends to use EU funds to increase the aid granted to these sectors, particularly through the ‘Creative Europe’ programme and its EUR 1.8 billion budget for the period 2014-2020, as well as the funding allocated to cohesion policy.

Rapporteur's position

The rapporteur welcomes the Commission’s proposal as a contribution to the discussion about the measures required to give the necessary impetus for promoting the cultural and creative sectors in order to promote growth and jobs in the European Union.

She supports the Commission’s call for Member States, at all territorial levels and involving, where appropriate, all relevant public and private stakeholders, to take the measures outlined in the communication.

However, a number of points in the proposal are likely to require further improvement and clarification, as follows:

1. Establishing the conditions necessary for the development of the cultural and creative sectors

The rapporteur is disappointed at the lack of a precise definition of these sectors and reliable statistics. In that sense, it would be desirable, on the one hand, to draw up a detailed study of the cultural and creative sectors, based on figures for each sector and sub-sector, in order to highlight the overall contribution of the CCS to the European economy, particularly in terms of direct and indirect jobs and economic activity (turnover) across the whole of the EU, and, on the other hand, to draw up monographs describing the various branches of the CCS in order to highlight how each of these sectors is used on a daily basis, the economic strength of each sector in terms of direct and indirect jobs, and the degree of digital integration.

2. The importance of education and training

The rapporteur urges the EU and the Member States to promote and recognise the visibility of the cultural and creative sectors which make up Europe’s ‘cultural exception’. She also believes that better cultural access and education should be provided from an early age.

In that regard, she proposes monitoring the visibility of skills and qualifications for academic and professional purposes, calls for more synergies between business and education, and proposes the creation of a platform for exchanges, alliances and partnerships with a view to improving the competitiveness of these sectors, as the CCS have a leverage effect which is connected to skills.

3. Funding for the cultural and creative sectors

The rapporteur calls on the Commission and the Member States to recognise that access to funding for these sectors is a major concern. A favourable regulatory and tax framework should therefore be set up and all the relevant tools and programmes should be used to ensure that the CCS can access funding more easily via these instruments, and new funding models and ways to support them should be identified, particularly as all creative work involves risk-

taking. Europe must encourage investors to support the CCS.

4. The challenges

The rapporteur does not deny that the challenges need to be turned into new opportunities for growth and jobs, and calls for new tools to be developed and existing tools to be improved in order for the cultural and creative sectors to cope better with the transition to digital and with globalisation. It is essential to protect intellectual property and to develop tools to protect Europe's 'cultural exception' in terms of exports and internationalisation. The CCS should be encouraged to explore and reinforce their presence on international markets, including through the development of international partnerships and cooperation with non-EU countries.

5. Local and regional development

The rapporteur believes that the CCS help to promote culture and regions and encourages the Member States – and through them the local authorities – to promote and support these sectors, which have varied and effective impacts throughout the EU. The multidimensional ecosystem of these sectors needs to be taken into account, and networks for exchanging experience should be developed in order to strengthen the links between cities, culture, creativity and the economy.

Conclusion

The rapporteur is convinced that at a time of widespread economic crisis, which is undermining our sense of belonging to Europe, it is essential to support the cultural and creative sectors, which are contributing to growth and jobs in Europe now and will continue to do so in the years to come.

She strongly hopes that the Commission and the Member States are fully aware of this and will implement an integrated policy approach because culture should not be seen as an isolated field; culture is a lever, and the European cultural capitals are laboratories for this integration.

The cultural and creative sectors should be used as engines of economic and social development and should seek to achieve sustainable development with beneficial effects in both social and economic terms.

Given that these sectors have a European and international dimension, alongside a strong national identity, it would be desirable occasionally to develop collaborative activities across the Member States.

Bearing in mind that the cultural and creative sectors clearly help to stimulate growth and create jobs, we would like to believe that the politicians concerned will, in organisational terms, work together in as broad a consensus as possible to refocus Europe on creativity and culture in order to better prepare us for the new challenges ahead in a globalised world.