



EUROPEAN PARLIAMENT

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Committee on Industry, Research and Energy

2010/2156(INI)

10.2.2011

OPINION

of the Committee on Industry, Research and Energy

for the Committee on Culture and Education

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

Rapporteur: Ivo Belet

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SUGGESTIONS

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

1. Recognises the creative and cultural industries (CCIs), which account for 5 million jobs and 2.6% of EU GDP, as one of the main drivers for growth in the EU, creating new jobs, playing key roles in global value chains, spurring innovation, providing added value as a factor for social cohesion and serving as an efficient tool in the fight against the current recession;
2. Calls on the Commission to pursue its efforts to produce a better definition of CCIs with a view to analysing in depth their impact on long-term growth and international competitiveness and to foster greater recognition of the specific features of the sector;
3. Emphasises the importance of the swift implementation and success of the Digital Agenda initiative in order to enable CCIs to benefit fully from and to adapt successfully to all the opportunities created by far-reaching, high-speed broadband and by new wireless technologies;
4. Calls on the Commission and the Member States to provide greater opportunities for CCIs to exploit online markets and to enable artists to take advantage of the digital environment;
5. Emphasises the importance, for the creation of conditions of equal access to new platforms and equipment, of interoperability and standards, and calls on the Commission to promote interoperability between platforms, to develop standards which help create a marketplace conducive to innovation, and to avoid using systems that might limit access to diversified content;
6. Calls on the Commission, in the context of the Digital Agenda, to assist SMEs active in CCIs in their search for competitive and consumer-friendly innovative online business models based on co-financing and risk-sharing between CCIs and intermediaries;
7. Calls on the Commission and the Member States to provide incentives for public and private CCI investments geared to designing and developing easily replicable technologies to improve energy saving and efficiency;
8. Calls for the creation of a true European Creative Single Market which enables CCIs to expand and reach out to a larger potential customer base, helps them to develop new long-term strategies for creation, distribution and exploitation, and fosters mobility, exchanges and cooperation between persons active in the cultural and creative industries, particularly through the creation of CCI platforms;
9. Stresses that EU innovation policy has a role to play in embracing the technical, economic, social and environmental innovation potential of creative SMEs and needs to take into account the important role of creative industries in realising a creative and

innovation-friendly society; calls, therefore, on the Commission and the Member States to ensure that public procurement procedures do not entail unnecessary costs and red tape for SMEs;

10. Emphasises that intellectual property rights are a fundamental asset for creative companies and an incentive for individual creativity and investment in creation; calls, therefore, for schemes to help CCIs adapt to the digital shift via new online services based on new forms of rights management promoting authors' rights, such as extended collective licensing systems and easy, one-stop-shop systems for the clearance of rights; calls, further, for a balanced regulatory framework governing the protection and enforcement of intellectual property rights;
11. Recognises that a lack of access to finance is a core barrier to growth for many businesses in creative industries; stresses the urgent need for funding initiatives for creative businesses to strengthen such industries; points out that, given the nature of CCIs, venture capital/private equity/business angel/mezzanine-type investments are the most relevant forms of financing; in that connection, also emphasises the potential of the EIB (European Investment Bank) and the EIF (European Investment Fund) to support the creative sector, mainly through SME support;
12. Suggests using the framework of the ECIA (European Creative Industries Alliance) to provide a platform for access to information and advice on investment readiness and long-term business strategies, access to loans, guarantee funds and cross-border private investment, and calls for the possibility of establishing a Creative Industries Bank to be explored; recognises, further, the effectiveness of EU programmes such as the Programme for Innovation and Competitiveness in enabling SMEs to access financing, and suggests that the Commission should assess the possibility of devising similar specific programmes for CCIs;
13. Welcomes the fact that, in the EU 2020 flagship initiative Innovation Union, the Commission has committed itself to setting up a European Design Leadership Board which will be invited to make proposals within a year to enhance the role of design in innovation policy;
14. Points out that the Cohesion Fund and the Structural Funds offer major financing opportunities for culture, creativity and innovation across the EU; deplores the fact, however, that cultural and creative businesses only seem to have benefited from those funds to a limited extent so far; calls, therefore, on the Member States and the Commission to facilitate access to financing via those instruments and to raise awareness of and provide better information about what is available;
15. Stresses the need for a more advantageous fiscal and investment climate, which would involve reconsidering current VAT rules (including the huge divergence between online and offline rates) and a widening of the scope of current tax shelter schemes;
16. Suggests that an action programme devoted to cross-border cultural promotion and cooperation be established as part of the European Year of Volunteering;
17. Calls on the Member States and the Commission to take steps to raise investor awareness

of the economic value and the high potential of creative industries to improve the competitiveness of the European economy, for example, by drawing up Europe-wide business plan guidelines for creative and cultural projects/services/works, as well as specific performance indicators that can facilitate the technical and economic assessment of investment in the sector, avoiding unnecessary costs and red tape for SMEs;

18. Stresses the importance of culture and cultural creativity for society and our common European identity, fostering values which form part of our collective memory and heritage;
19. Stresses the importance of expanding the European digital library and developing it as a focal point for projecting Europe's cultural heritage, collective memory and creativity and as a starting point for educational, cultural, innovative and entrepreneurial activities; points out that artistic exchanges constitute one of the pillars on which our cultural heritage and our economy rest, and that their continuity must therefore be safeguarded by means of appropriate mechanisms for passing on knowledge and skills;
20. Highlights the importance of educational programmes which focus on vocational training, the development of ideas and storytelling, e-skills, technical, entrepreneurial and marketing skills, including the use of social networks, and workers' skills; highlights the potential of close cooperation and dialogue between CCIs, universities, research centres, art schools and art establishments to provide joint training programmes and lifelong learning opportunities; therefore, encourages the Member States and regions to create opportunities for such cooperation, to devise policies that combine infrastructure investment with investment in human capital, and to explore innovation voucher schemes to help cultural and creative SMEs and individuals acquire professional skills.

RESULT OF FINAL VOTE IN COMMITTEE

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| Date adopted | 10.2.2011 |
| Result of final vote | +: 45 -: 4 0: 0 |
| Members present for the final vote | Jean-Pierre Audy, Zigmantas Balčytis, Ivo Belet, Bendt Bendtsen, Reinhard Bütikofer, Maria Da Graça Carvalho, Jorgo Chatzimarkakis, Giles Chichester, Pilar del Castillo Vera, Christian Ehler, Lena Ek, Ioan Enciu, Gaston Franco, Adam Gierek, Norbert Glante, Fiona Hall, Romana Jordan Cizelj, Arturs Krišjānis Kariņš, Lena Kolarska-Bobińska, Bogdan Kazimierz Marcinkiewicz, Marisa Matias, Jaroslav Paška, Anni Podimata, Miloslav Ransdorf, Herbert Reul, Teresa Riera Madurell, Michèle Rivasi, Jens Rohde, Paul Rübig, Amalia Sartori, Konrad Szymański, Britta Thomsen, Evžen Tošenovský, Ioannis A. Tsoukalas, Claude Turmes, Vladimir Urutchev, Adina-Ioana Vălean, Kathleen Van Brempt, Alejo Vidal-Quadras |
| Substitute(s) present for the final vote | Maria Badia i Cutchet, Antonio Cancian, Françoise Grossetête, Cristina Gutiérrez-Cortines, Yannick Jadot, Ivailo Kalfin, Bernd Lange, Mario Pirillo, Vladimír Remek, Silvia-Adriana Țicău |