



European Commission

May 2018

A New European Agenda for Culture



We want a Union where citizens have new opportunities for cultural and social development and economic growth. A Union which preserves our cultural heritage and promotes cultural diversity.

Declaration of the Leaders of 27 Member States and of the European Council, the European Parliament and the European Commission, Rome, 25 March 2017

The European Council has now tasked the EU to do more in this area and to *examine* further possible measures addressing, among others, the legal and financial framework conditions for the development of cultural and creative industries and the mobility of professionals of the cultural sector



European Commission

Brussels, 22.5.2018
COM(2018) 267 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE EUROPEAN COUNCIL, THE COUNCIL, THE EUROPEAN
ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE
REGIONS**

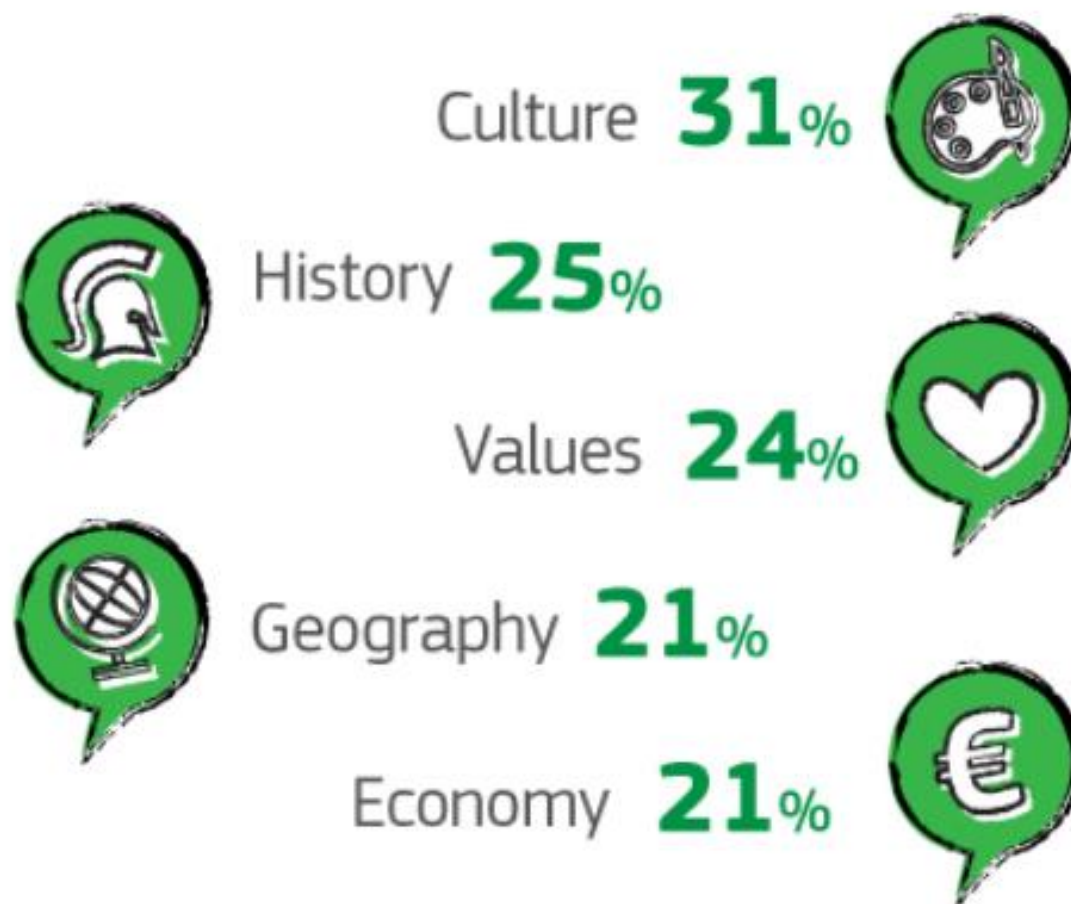
A New European Agenda for Culture

{SWD(2018) 167 final}

https://ec.europa.eu/culture/policy/strategic-framework_en

Culture matters to Europeans...

What creates a feeling of community among EU citizens?



...but participation varies, scope to increase

Which Europeans participate in culture the most/least?

TOP 5

Denmark 85%
Sweden 85%
Finland 84%
Netherlands 84%
Luxembourg 79%

BOTTOM 5

Romania 27%
Bulgaria 29%
Croatia: 37%
Greece: 47%
Italy: 47%

(Percentage of people who went to cinema/live performance/cultural site at least once in the previous 12 months)



To further strengthen the cultural dimension of the European Union, the New Agenda for Culture proposes to:

- Harness the power of culture and cultural diversity for social cohesion and well-being, by promoting cultural participation, mobility of artists and protection of heritage
- Support jobs and growth in the cultural and creative sectors, by promoting arts and culture in education, boosting relevant skills, and encouraging innovation in culture
- Strengthen international cultural relations, by making the most of the potential of culture to foster sustainable development and peace

Based on the experience in cooperation on culture at EU level over the last decade, the Agenda will be put in practice through strong cooperation with Member States and other stakeholders, including the civil society and international partners.

The New European Agenda for Culture sets out over 25 actions across five dimensions, including:

Social



- A new artists' mobility scheme under Creative Europe
 - Actions on social inclusion through culture, including for refugees and migrants
 - A project to develop cultural and creative spaces in cities across Europe
 - Research on cultural cross-overs including health and well-being impacts
-

Economic



- Promotion of arts education, including an assessment by the Organisation for Economic Co-operation and Development of creative and critical thinking skills
 - Master's modules in creativity for interested universities
 - Dialogues with cultural and creative sectors, including music, audiovisual, and in the context of a renewed Industrial Policy Strategy
-



External

- Enhanced support for culture in the Western Balkans, Eastern Partnership and African Caribbean & Pacific countries
 - Launch of European Houses of Culture in partner countries
-

Cultural heritage



- Two new Action Plans: on the policy legacy of the European Year for Cultural Heritage 2018, and on combating illicit trade in cultural goods
 - In future EU programmes including cohesion policy, development of quality principles for restoration and conservation of cultural heritage
-

Digital4Culture



- The creation of heritage digitisation centres across the EU
- A new EU Film Week to make European films available to schools across Europe
- A new pan-European network of Digital Creative Hubs
- Mentoring schemes for audiovisual professionals, particularly women

Brussels, 22.5.2018
SWD(2018) 167 final

COMMISSION STAFF WORKING DOCUMENT

A New European Agenda for Culture - Background Information

Accompanying the document

Communication from the European Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions

A New European Agenda for Culture


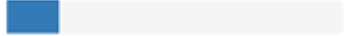
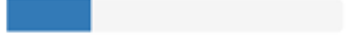

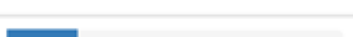
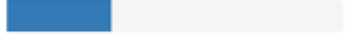

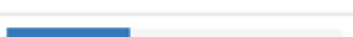




{COM(2018) 267 final}

▪ Contents¶

¶	
1. → A New European Agenda for Culture – key actions proposed	→..... 3¶
1.1 Objective 1 – harnessing the power of culture for social cohesion and wellbeing	→..... 3¶
Mobility	→..... 3¶
Assessing the impacts of cultural cross-overs	→..... 4¶
Integrating refugees and other migrants	→..... 5¶
Gender	→..... 6¶
Cultural participation and creativity in cities	→..... 6¶
1.2 Objective 2 – Supporting culture-based creativity in education and innovation, and for jobs and growth	→..... 6¶
Creativity in education	→..... 6¶
Skills	→..... 8¶
Working with the music sector	→..... 8¶
Culture in cities and regions	→..... 9¶
Supporting innovation and entrepreneurship	→..... 10¶
Sustainable cultural tourism	→..... 11¶
Fair remuneration	→..... 13¶
1.3 Objective 3 – Strengthening international cultural relations	→..... 13¶
Implementing the Joint Communication on International Cultural Relations	→..... 13¶
Supporting culture as an engine for sustainable social and economic development	→..... 15¶
Promoting culture and intercultural dialogue for peaceful inter-community relations	→..... 17¶
Reinforcing cooperation on cultural heritage	→..... 19¶
2. → 2018 European Year of Cultural Heritage	→..... 20¶
2.1 Ten European Initiatives	→..... 20¶

3. → Digital4Culture	→	32¶
Digital4Culture Initiative 1 –	→	33¶
Europeana: an enabler of digital transformation for cultural heritage	→	33¶
Digital4Culture Initiative 2 – Digitization centres for monuments and sites	→	34¶
Digital4culture Initiative 3 – Digital Creative Hubs	→	35¶
Digital4culture Initiative 4 – Enhancing the availability and visibility of EU films	→	36¶
Digital4culture Initiative 5 New mentoring schemes for audiovisual professionals	→	37¶
Digital4culture Initiative 6 Stimulating cross-overs from culture to innovation in society and industry	→	37¶
4. Stakeholder Views	→	38¶
4.1 Stakeholder meeting summary	→	38¶
4.2 EUSurvey – summary of MS and Stakeholder responses	→	42¶
5. → Summary and Main Results of the 2007 European Agenda for Culture	→	46¶
5.1 Objectives	→	46¶
5.2 Implementation	→	47¶
5.3 Outputs – Council Work Plans for Culture	→	48¶
5.4 Outputs – structured dialogue	→	54¶
6. → Statistics	→	57¶
6.1 Eurostat	→	57¶
6.2 Eurobarometer	→	62¶

4.6 If so, which of the following topic(s) - up to 3) should become permanent/regularly revisited?

		Answers	Ratio
Mobility of artists (including residencies, grants, visas, social security)		64	45.07 %
Mobility of collections and cultural objects (including illicit trade aspects)		22	15.49 %
Creative partnerships/hubs		36	25.35 %
Intercultural dialogue/cultural diversity		63	44.37 %
Cultural access and participation (including digital)		71	50 %
Cultural awareness and expression		30	21.13 %
Commercial capacity-building (including entrepreneurship, access to finance, export strategies)		44	30.99 %
Culture and EU funding (non-Creative Europe eg structural/research funds)		60	42.25 %
Social inclusion (including migrants/refugees, links with social affairs/health/justice authorities)		52	36.62 %
Heritage (skills/governance/promotion /protectiontourism)		53	37.32 %
Improving circulation of European films		15	10.56 %
No Answer		31	21.83 %



Investing in People, Social Cohesion & Values



#EUBudget

MFF Group – 06 June 2018



ERASMUS – Main highlights

- Evolution not revolution - building on 30 years of success
- Doubling of the Erasmus budget – EUR 30 billion – tripling number of participants – 12 million
- Substantially strengthened and more inclusive programme, with bigger outreach
- Contribute to the work towards a European Education Area



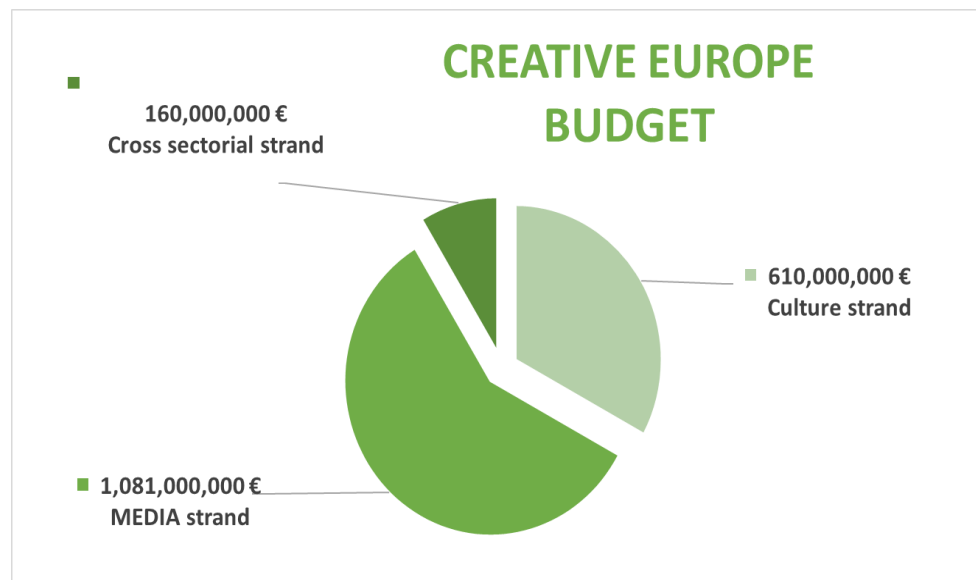
CREATIVE EUROPE

A budget of €1,85 billion to:

- Promote European cooperation on cultural and linguistic **diversity** and **heritage**
- Increase the **competitiveness** of the cultural and creative sectors, in particular the audiovisual sector

Strands

- **CULTURE:** European cultural and creative sectors with the exception of audiovisual
- **MEDIA:** European audiovisual industry
- **CROSS SECTORAL:** Actions spanning all cultural and creative sectors; and to support a free, diverse and pluralistic media environment





CREATIVE EUROPE - CULTURE STRAND

A budget of €610 million to:

- Promote **cross-border** circulation of operators and works
- Increase cultural **participation** and **social inclusion**
- Generate **jobs and growth** within the cultural and creative sectors
- Strengthen **European identity and values**
- Contribute to **international** relations through cultural diplomacy

What's new

- Individual cross-border **mobility** scheme for artists and cultural professionals
- More support for promotion of European cultural and creative works **beyond the EU**
- Support to **specific sectors** such as music, books and publishing, architecture and cultural heritage, design, fashion and cultural tourism



CREATIVE EUROPE - MEDIA STRAND

A budget of € 1,081 billion to:

- Stimulate **collaboration and innovation** in the creation and production of European audiovisual works.
- Foster the **distribution** and access of audiovisual content across borders in line with the policy objectives of the Digital Single Market.
- Support **audience development**.

What's new

- Emphasis on **innovative storytelling**, further exploiting the potential of high quality drama series, animation, virtual reality.
- More **training opportunities** for professionals to adapt to the transformations facing the sector.
- Use the power of cooperation and networks to boost theatrical and **online distribution**.



CREATIVE EUROPE - CROSS SECTORAL STRAND

A Budget of €160 million to:

- Strengthen a **free, diverse and pluralistic media** environment, qualitative journalism and support media literacy
- Promote **innovative approaches** to content creation, access, distribution and promotion **across cultural and creative sectors**
- Promote the programme and its funding opportunities (**Creative Europe Desks**)

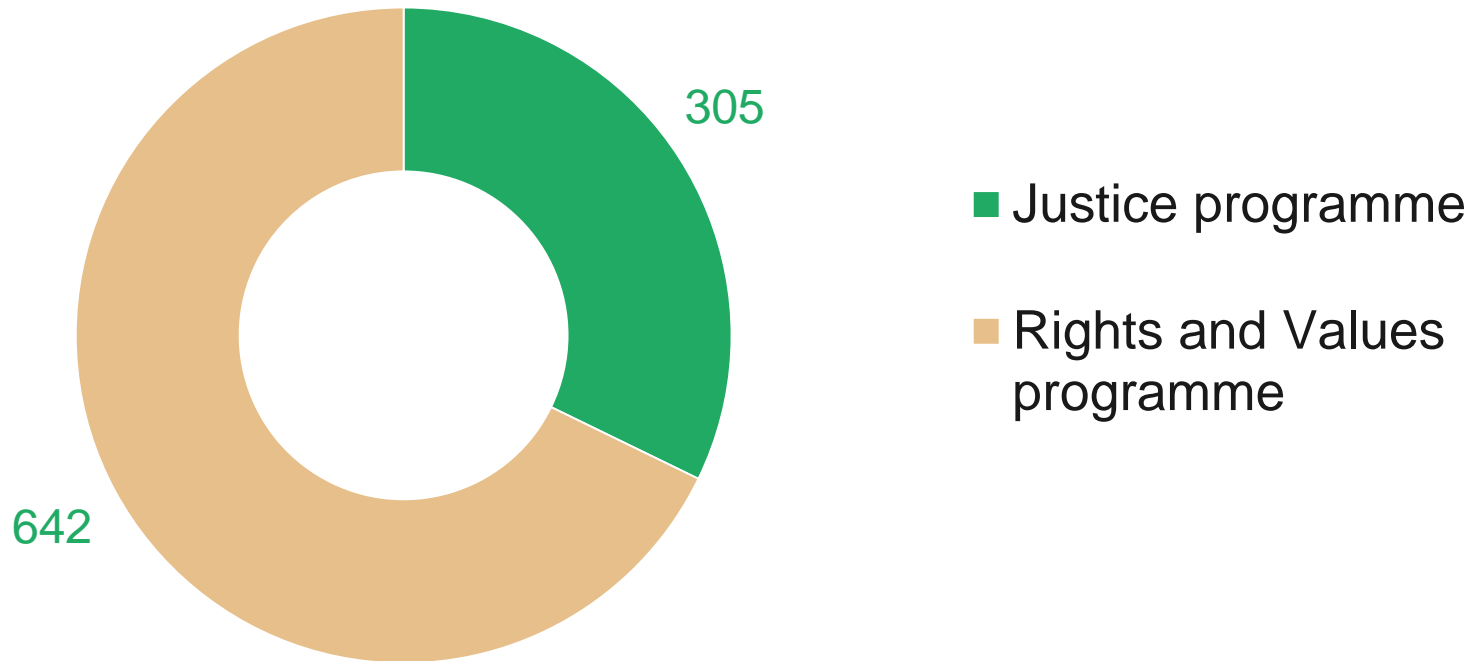
What's new

- More opportunities for out-of-the-box thinking and **innovation across sectors**
- More stability of funding for actions supporting free, diverse, and **pluralistic media & media literacy**



The Justice, Rights and Values Fund

Proposed budget allocation : 947M EUR



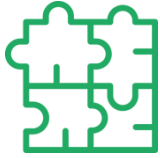


The Justice, Rights and Values Fund

The Rights and Values programme, a merge of two existing programmes :

- the Rights, Equality and Citizenship programme
- and the Europe for Citizens programme

The Justice programme, built on continuity



The Rights and Values programme

Specific Objectives

Equality and Rights

preventing and combating inequalities promote **gender equality** and **anti-discrimination** and their mainstreaming

protecting and promoting the **rights of the child**, the rights of people with disabilities, **Union citizenship rights** and the rights to the **protection of personal data**

Citizens engagement and participation

increasing **citizens' understanding of the Union**, its history, cultural heritage and diversity

promoting exchange and cooperation between citizens of different countries; to promote **citizens' civic and democratic participation**

Daphne

preventing and **combating violence** against children, young people and women, as well as violence against other groups at risk;

supporting and protecting victims of such violence



The Rights and Values programme

Activities to be co-funded:

- Awareness raising and training in the areas covered by the programme including rights, equality, European culture, history and remembrance;
- Mutual learning amongst stakeholders as well as town-twinning activities to bring together Europeans of different nationalities and cultures;
- Analytical and monitoring activities;
- Support to civil society organisations;
- Developing the capacity of European networks in the areas covered by the Programme