

Platform on the Potential of Cultural and Creative industries

Recommendations of the workshop on mobility and circulation of artists and works organised in Brussels on 23 June 2011

The European Platform of Cultural and Industries, created in 2008 in the context of the EU Structured dialogue with civil society, is a group of more than 40 organisations representing a wide range of cultural and creative sectors. Through policy recommendations and public advocacy, the platform aims at highlighting the fundamental role of cultural and creative industries in Europe and unlocking their full potential.

Following the release of a first set of recommendations in September 2009, the Platform has now launched a series of policy workshops gathering EU and national policymakers, key stakeholders, industry representatives and cultural operators.

These one-day events, organised on a voluntary basis by members of the platform throughout the year 2011, are designed not only to open up spaces of dialogue and exchange between public decision makers and sectoral operators, but also to identify practical solutions to key issues relating to culture and creation so as to contribute to the development of current and future European policy frameworks and instruments.

After a successful first workshop on how to enhance the support of the EU Structural Funds to the CCIs held on 17 February 2011, four members of the platform - The European Music Office, FIM- the International Federation of Musicians, PEARLE* - the European trade federation for the live performance and the Roberto Cimetta Fund - hosted a workshop on '**Mobility and circulation of artists and works**' on June 23 2011.

The objectives were threefold:

- 1 - Identifying obstacles to mobility and circulation of European and non-European artists and works (visa issues, administrative and legal issues, and information issues) and solutions to improve mobility.**
- 2 - Exploring ways to improve information, data and indicators on mobility and circulation in Europe.**
- 3 - Examining new kinds of support mechanisms, incentives and guidelines for mobility and circulation inside and outside the EU.**

The following recommendations have been drafted on the basis of the presentations and interventions of speakers¹ and the discussions held on the day, in relation to the above objectives:

RECOMMENDATION 1 :

To reduce obstacles to mobility by setting up system of mobility information provision services in each of the Member States

- The EU and the Member States should support Mobility Contact Points which provide
 - reliable information accessible to everyone (national legislations, social security, fiscal environment, funding opportunities, visa policies)
 - free legal advice and guidance
- Member States should support coordination of these contact points with all relevant public services (immigration, social security, fiscal and legal authorities, funding and education Programmes, ...)
- The EU should support exchange and coordination of information between these local contact points (common guidelines and benchmarks, common training schemes, networking, meetings, experience sharing, mutual evaluation, translation of information)
- The EU and Member States should support the visibility of this contact point network (through a common EU label, branding, publicity, dissemination and communication)²
- Member States should commit to information standards on legislation, social standards, taxation, visa issues, funding opportunities, etc.
- The EU should at least provide support for the coordination, the training of the staff, the EU branding of the MIS-network, the annual evaluation and assessment

¹ Speakers were:

Denys Fouqueray (Syndicat Français des Artistes interprètes - SFA)

Richard Polacek (Researcher and member of the Practics project)

Inge de Bruyn (Music Managers Federation - MmaF)

Bart Magnus (Flemish theatre institute - Travelogue project, Belgium)

Sylvain Pasqua (European Commission, DG EAC, Culture Policy Unit)

Anne-Marie Croes (Ministry of Culture of the Flemish Community, Belgium)

² The workshop received the support of the pilot mobility project Practics

RECOMMENDATION 2

To promote quality and sustainability with regard to the mobility of cultural professionals

- The EU should enhance and improve co-ordination between national social security and pension schemes in order to ensure that artists and cultural professionals who have been working in other EU Member States during their career are adequately informed on the pension rights to which they are entitled.
- The EU should be exemplary in the way it conditions its funding schemes so that project leaders are required to fully respect social security contributions and obligations.
- Social security administrations should work together with employers and trade unions particularly in the case of unclarity and uncertainty about the status of social protection of mobile artists and cultural professionals.
- The EU should create 'Junior' incentive mechanisms for young artists to encourage mobility and to promote best practices of EU Member States with regard to facilitating the access to the labour market for young people
- The EU should support the CCI sectors to put information available on the mandatory rules regarding the terms and conditions of employment which have to be taken into consideration in the case of posted workers.

RECOMMENDATION 3

The EU to improve information, data and indicators on mobility and circulation in Europe

- The EU should include the economic impact of mobility and circulation of CCIs in its economic indicators (like in the case of tourism).
- Data should be collected on the mobility of cultural professionals of EU nationality and of third countries. In this respect collaboration is to be sought with departments of foreign affairs, home affairs, employment.
- The EU and member states must urgently collect data on cultural services, in order to better understand the economic dimension of this part of the culture and creative industries. It should seek to provide collaboration with professional bodies, ministries of culture, chambers of commerce and other relevant stakeholders.

- The EU and Member States must urgently provide funds to develop coordination regarding the data collection on mobility and circulation of professionals and of services.
- The EU should urgently launch a survey on this particular topic in close collaboration with the CCIs to identify the data on which information is lacking especially compared with the information on cultural goods and compared to other service industries.
- The EU should consider the model of the audiovisual observatory for the collection of data in other sectors of the cultural field.

RECOMMENDATION 4

The EU in the context of the 'creative Europe' programme should develop new kinds of support mechanisms and incentives for mobility and circulation inside and outside the EU

- The EU and Member States should establish a CCI mobility and circulation support fund, focused on
 - o Mobility of artists for creation and networking through travel grants
 - o Incentives for touring (such as showcases and road tours), international distribution, export/import
 - o Experimentation of new forms of circulation and distribution of creative and cultural works, in particular through a closer cooperation with digital operators
 - o Mobility of professionals for meetings, prospection, networking, participation in conferences and trade fairs
- The EU and Member States to establish a fund providing micro credits for start up SMEs or micro-SMEs, including free professional guidance and support in business management and entrepreneurial skills
- The EU should foster dialogue between the institutions to input a long term policy favourable for the mobility and circulation of CCIs, such as through
 - the presence of European Cultural Attachés working with the representations of the EEAS worldwide
 - the provision of a special Visa status for culture professionals (as for other highly mobile people as sportsmen and researchers)
 - the specific support to EU CCIs Export Offices in key markets in the world

- The EU should provide for a guarantee fund to cover investments made by CCIs in relation to mobility, in particular those costs for visa applications which have been rejected (especially those for travelling as performer to the USA are extremely expensive), the costs of prepaid travel tickets and hotel accomdation, costs and other logistics issues in relation to mobility (such as lost and broken instruments), etc.

