ESSnet framework for culture statistics

Agenda point 4

European Commission - DG Eurostat
MEETING OF THE WORKING GROUP ON CULTURE STATISTICS
28-29/04/2015
Outline

1. Overview of the report

2. Methodological aspects:
   ✓ TF1: Framework for cultural statistics and definitions
   ✓ TF2: Financing and expenditure on culture
   ✓ TF3: Cultural industries
   ✓ TF4: Cultural practices and social aspects of culture

3. ESSnet recommendations

4. Conclusions and open issues
Overview of the report
ESSnet-Culture report, 2012

- Main Eurostat’s reference for the production of cultural statistics
- **ESSnet-Culture project group involved 27 countries:**
  - 25 EU Member States
  - 1 EU candidate country (TR)
  - 1 EFTA Member State (CH)

- They were all divided into four groups (Task Forces-TF):
  - TF1 Framework for cultural statistics and definition
  - TF2 Financing and expenditure on culture
  - TF3 Cultural industries (enterprises and employment)
  - TF4 Cultural practices and social aspects on culture
ESSnet-Culture report, 2012

• **Identification of the cultural scope:**
  ✓ **10 domains** - Heritage (Museums, Historical places, Archaeological sites, Intangible heritage), Archives, Libraries, Book & Press, Visuals arts (Plastic arts, Photography, Design), Performing arts (Music, Dance, Drama, Combined arts and other live show), Audio-visual & Multimedia (Film, Radio, Television, Video, Sound recordings, Multimedia works, Videogames), Architecture, Advertising, Art crafts
  ✓ **6 functions** - Creation, Production/Publishing, Dissemination/Trade, Preservation, Education, Management/Regulation

• **Artistic creation at the core of the statistical scope**
Methodological aspects
**TF1: Framework for cultural statistics and definitions**

- **Two objectives:**
  1. To define and structure the framework of cultural activities
  2. To propose a framework for the production of regular comparable culture statistics at EU level

- **Definition of the framework for culture statistics on the basis of culture activities**

- **Cultural activities are based on three characteristics:**
  - they are related to the notion of cultural expressions
  - they are rooted in creation and communication through symbols
  - they are usually related to some aspect of intellectual property rights

- **The creation function is affirmed as central**

- **Link with NACE and CPA statistical classifications made available**
TF1: Framework for cultural statistics and definitions

- Linkage between ESSnet definition of culture and the one proposed by the UNESCO FCS

- The concept of "intuitive acceptance" of culture

- It is not specified how to statistically measure “intangible heritage”

- The three characteristics of cultural activities: should they be respected simultaneously?

- It is not very clear why certain codes were considered "partly cultural" as it seems they have a strong cultural content (ex. production of e-books)
TF2: Financing and expenditure on culture

- **Public expenditure in the field of culture:**
  
  - A centralised methodological model was proposed based on collecting administrative data grounded primarily on national budget.
  
  - Proposal tailored on the limitations of using COFOG classification, Division 08 'Recreation, culture and religion'.

- **Private expenditure in the field of culture:**

  - A collection of data from The Household Budget Surveys following 15 cultural domains (on the basis of the COICOP classification) was proposed.
TF2: Financing and expenditure on culture

- **Public expenditure in the field of culture:**
  - The introduction of this new methodological model is not feasible in the short-medium run
  - Some inconsistencies were remarked in the way the questionnaire was structured

- **Private expenditure in the field of culture:**
  - Some inconsistencies between TF2 and TF1:
    - The 15 domains proposed are different from the ones proposed by TF1
    - Some proposed goods and services were considered as cultural while in TF1 they were considered as "ancillary products" or excluded
TF3: Cultural industries

- Focus on the concept of culture activities:
  
  "Cultural activities are understood as all types of activities based on cultural values and/or artistic expressions. Cultural activities include market- or non-market-orientated activities, with or without a commercial meaning and carried out by any type of producers and structure (individuals, organizations, businesses, groups, amateurs or professionals)."

- For statistical purposes the concept of Cultural and Creative Industries (CCI) was limited by TF3 to the cultural activities defined in TF1

- A method to compute cultural employment, using NACE*ISCO classifications and based on EU-LFS data was proposed
TF3: Cultural industries

- No mention on how to treat/consider the goods and services provided by the employees in cultural occupations.

- No list with codes of cultural goods to be externally traded is proposed.
TF4: Cultural practices and social aspects of culture

- It is proposed a model developed by De Haan and Van den Broek (ICET) distinguishing four kinds of cultural participation:
  - Information
  - Communication and community
  - Enjoyment and expression
  - Transaction

- A comprehensive questionnaire of cultural participation along with a list of indicators was suggested.
• Participation in cultural activities was analysed using the 10 cultural domains proposed by TF1 vs. three dimensions of cultural practices:

- practicing as amateur
- attending/receiving
- social participation/volunteering
ESSnet recommendations
<table>
<thead>
<tr>
<th><strong>TF1's recommendations</strong></th>
<th><strong>Eurostat's reflections</strong></th>
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<tbody>
<tr>
<td>1. To propose as soon as possible a solid program of actions</td>
<td>1. Work plan already drafted</td>
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<tr>
<td>2. Better coverage of the cultural sector in European surveys</td>
<td>2. EU-SILC ad-hoc module (2015) on cultural and social participation: results will be available in 2016.</td>
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<tr>
<td>3. To request a more detailed level of classifications (NACE, ISCO) in harmonized surveys (e.g. in the EU-LFS) so that cultural activities and cultural occupations may be better identified</td>
<td>3. The maximum level of digit that could be extracted from LFS is theoretically NACE 2D<em>ISCO 3D, but from 2011 onwards most countries provide NACE 3D</em>ISCO 4D on a voluntary basis</td>
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<td>4. Prior importance to be given to: cultural employment, trade in cultural goods and services, satellite accounts on culture, copyrights</td>
<td>4. The Eurostat's culture statistics will cut across: cultural employment, international trade in cultural goods, enterprises in the cultural sector, expenditure, participation. Satellite accounts for culture: at a later stage.</td>
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<td>TF2's recommendations</td>
<td>Eurostat's reflection</td>
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<tr>
<td>1. A greater harmonization of the national surveys on the household budgets and a</td>
<td>1. This will be discussed with colleagues in charge of this</td>
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<td>better coverage of culture by using the most detailed level of the COICOP classification is recommended.</td>
<td>survey</td>
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<td>TF3's recommendations</td>
<td>Eurostat's reflection</td>
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<tr>
<td>1. A better coverage of culture in the SBS survey, on 4 digit level in particular to</td>
<td>1. Codes 90 and 91 (sector R in general) are not covered by SBS.</td>
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<tr>
<td>cover divisions 90 and 91 of the NACE Rev.2 (‘Creative, arts and entertainment</td>
<td>2. The majority of countries provide the NACE 3-digit and ISCO 4-digit but only on</td>
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<tr>
<td>activities’ and ‘Libraries, archives, museums’) is recommended</td>
<td>voluntary basis.</td>
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<tr>
<td>2. A more detailed level of classifications (NACE, ISCO) in the harmonised LFS</td>
<td>3. Eurostat will follow the methodology proposed by TF3 for the computation of</td>
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<td>survey: 3 digits for the NACE-08 and 4 digits for the ISCO-08</td>
<td>cultural employment and will propose some adjustments and estimations for missing</td>
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<td>3. To carry out a technical assessment on the cultural employment matrix and on its</td>
<td>data.</td>
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<td>production process in order to be able to ensure a perennial annual production of</td>
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<td>data on cultural employment in Europe</td>
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TF4's recommendations

1. A common European survey on participation in cultural activities to be repeated periodically in order to measure social progress in EU-28.

2. The harmonization of the data collection modes used in Member States and the involvement of the TF4 experts in the preparation of this survey.

3. To include the ICET model in the national surveys on cultural participation in order to test it.

Eurostat's reflection

1. This is not feasible.

2. Eurostat is working on a project of and streamlining and modernization of European social surveys including the standardisation of the social variables.

3. Eurostat will analyse the contents of the following surveys in order to check whether their content fits the ICET model:
   - EU-SILC
   - ICT
   - (Also Eurobarometer will be investigated)
Conclusions and pending issues
To summarize:

• A refinement of the ESSnet's methodology is advised

• The importance of a glossary

• The concept of "intuitive approach" should be reconsidered

• The necessity of a unique framework that fits to the economic and social aspects of culture
Pending questions:

Q1. When it comes to speaking about "cultural sector", Eurostat assumes that the conceptual boundary to be taken into account is the one provided by Article 2 of the Regulation establishing the Creative Europe Programme (No 1295/2013). Do you agree?

Q2. Is the refinement of the methodology proposed by the ESSnet report needed? Would a glossary be necessary to complete the report?

Q3. Taking into account the intuitive approach criterion, how can topics like the inclusion/exclusion of religion be handled?

Q4. How should "intangible heritage" be statistically measured?

Q5. Should all the three characteristics of a cultural activity to be fulfilled simultaneously, as there is no mention about it? Or at least one should be met to this respect?

Q6. Is there an explanation for considering certain codes, such as "retail sale of books, newspaper and music" (NACE 4761, 4762 and 4763) as partly cultural? Should these codes be considered as "fully" cultural?