

## EUROPA NOSTRA SUPPORTS CREATIVE EUROPE



### Position paper prepared by the Europa Nostra Board

***N.B. This position paper will be submitted to the Europa Nostra Council for its approval on 30 May 2012 in Lisbon.***

1. Europa Nostra, the Voice of Cultural Heritage in Europe, welcomes and supports the European Commission “Creative Europe” proposal which aims to stimulate the creative and culture sectors through trans-frontier and cross-sectoral cooperation in Europe. We share the European Commission ambition and determination to help deploy the full potential of those sectors not only in terms of their contribution to Europe’s strategy of growth and job creation, but also in terms of the protection of cultural and linguistic diversity in Europe, the safeguard of Europe’s cultural heritage and the promotion of social cohesion and solidarity, intercultural dialogue and mutual understanding among European citizens, as well as between European citizens and the rest of the world.

2. Europa Nostra appreciates the reasons which have led the European Commission to propose to bring together the EU programme in support of culture and the EU programme in support of media under the wider framework of the “Creative Europe” programme. However, we find it important that in the implementation of the “Creative Europe” programme, the two main strands (culture and media) take duly into account the specificities and distinct natures of the media and culture sectors (e.g. the cultural sector is inevitably less market-oriented than the media sector). We also stress the need for each strand to have its clearly defined priorities and budgetary allocations.

3. We support the level of financial commitment for the creative and cultural sectors as proposed by the Creative Europe programme. We therefore urge the Member States and the European Parliament to support the proposed overall budget for Creative Europe of €1.8 billion, including 30% for culture and 15% for the cross-sectorial strand.

4. In this context, we also applaud the joint declaration entitled “Decalogue for Europe of Culture” which was adopted in February 2012 upon the initiative of the French Minister of Culture, Frédéric Mitterrand and which was signed by Commissioner Vassiliou and Ministers of Culture of 22 Member States of the European Union.

[\[http://www.culturecommunication.gouv.fr/Espace-Presse/Communiqués/Frederic-Mitterrand-ministre-de-la-Culture-et-de-la-Communication-rend-public-le-Decalogue-pour-l-Europe-de-la-culture-declaration-commune-approuvee-par-la-commissaire-europeenne-a-la-culture-et-22-ministres-de-l-Union-europeenne/\(language\)/fre-FR\]](http://www.culturecommunication.gouv.fr/Espace-Presse/Communiqués/Frederic-Mitterrand-ministre-de-la-Culture-et-de-la-Communication-rend-public-le-Decalogue-pour-l-Europe-de-la-culture-declaration-commune-approuvee-par-la-commissaire-europeenne-a-la-culture-et-22-ministres-de-l-Union-europeenne/(language)/fre-FR)

5. Europa Nostra strongly recommends that reference be made to article 3.3 of the consolidated version of the Treaty on European Union which states that “[The Union] shall respect its rich cultural and linguistic diversity, and shall ensure that Europe’s cultural heritage is safeguarded and enhanced” is added to the due reference to the article 167, in order to strengthen the legal basis of the proposed Creative Europe programme

6. Given the high value and benefits which cultural heritage has for Europe's economy, society and environment, and more specifically for the achievement of the Europe 2020 growth's Strategy, as already repeatedly recognized by different European fora and by EU Institutions<sup>1</sup>, Europa Nostra and its membership call for an even stronger reference to cultural heritage (including monuments, sites, historic ensembles, museums and cultural landscapes) and to cultural heritage operators in the proposed Creative Europe programme. To this end, we recommend the adoption of a series of related amendments which are presented in the annex.

7. Europa Nostra's main concern for ensuring the proper recognition and role for the cultural heritage sector within the wider creative and cultural sectors is shared by a series of European and international networks active in the field of heritage which have recently decided to join forces by establishing an informal European sectoral platform, the so-called "European Heritage Alliance 3.3."

8. Europa Nostra particularly welcomes the support measures of the Culture Strand for special actions aiming to achieve greater visibility for the richness and diversity of European cultures, and stimulate intercultural dialogue and mutual understanding, including European cultural prizes, the European Heritage Label and the European Capitals of Culture, as well as the European Heritage Days, which is an example of a successful joint action with the Council of Europe.

9. Europa Nostra also welcomes the support measures for transnational policy cooperation for market data and studies (article 8.b). Specifically, Europa Nostra - in line with the "European Heritage Alliance 3.3. " - calls for a comparative and comprehensive study on the multiple benefits of cultural heritage for our society, environment and economy to be carried out on European level. We equally welcome the introduction of a new financial facility for cultural and creative sectors operators, within the context of a Union debt instrument for small and medium-sized enterprises.

10. Europa Nostra notes, with some concern, the proposed discontinuation in the future Creative Europe programme of the existing operational grants scheme for European organisations working in the field of culture. We remain confident that the European Commission does not have the intention to stop supporting the work of these valuable European networks and platforms but to replace the existing operational grants scheme by other, even more effective, forms of support. We indeed believe that European networks active in the field of culture play a key role in promoting exchanges of best practices between various

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<sup>1</sup> Cf. facts and figures included in the EC press release announcing the 2012 laureates of the EU Prize for Cultural Heritage/Europa Nostra Awards dated 20 March: "Cultural heritage brings a significant – and often underrated – contribution to job creation and growth. The sector represents an important part of the cultural and creative industries, which provide jobs for 8.5 million people in the EU and contribute up to 4.5% to Europe's GDP. Spending on conservation of cultural heritage by public and private bodies in Europe is worth an estimated €5 billion a year. Figures published by OECD show that 40% of worldwide tourism has a cultural dimension. Cultural heritage is also a key resource for sustainable development and social cohesion."

(<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/12/254&format=HTML&aged=0&language=EN&guiLanguage=fr>)

Cf. also that the Competitiveness Council of the European Union noted, at its meeting on 12 October 2010, that "European cultural heritage is of exceptional economic importance for the tourism industry, generating an estimated annual revenue of €335 billion, and many of the 9 million jobs in the tourism sector are linked to it directly or indirectly. The market for conservation of this heritage is estimated at some €5 billion per year." (<http://91.194.202.13/uedocs/NewsWord/en/intm/117023.doc>)

public and private operators and also in ensuring active participation of civil society in Europe in European cooperation and policy-making.

11. We wish to stress the importance of annual work programmes for setting out clear and specific objectives pursued by the Creative Europe programme, and for defining the expected results, the method of implementation and the total amount of the financing plan. We trust that those annual work programmes will provide ample opportunities for operators active in the field of cultural and natural heritage to submit project proposals. We also wish to encourage the EU Institutions to maintain a close dialogue with all stakeholders from the culture and creative sectors in the implementation of the Creative Europe programme, thus helping to ensure that this programme meets the needs of its beneficiaries. We also support the much-needed simplification of administrative and financial procedures related to the programme implementation.

12. As a pan-European federation of heritage NGOs from 35 European countries, Europa Nostra welcomes the proposed opening of the future Creative Europe to acceding countries, candidate countries and potential candidates benefiting from a pre-accession strategy.

***For more information:***

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**Europa Nostra** is the pan-European federation which acts as the **Voice of cultural heritage in Europe**. It brings together and represents 250 non-governmental and non-profit organisations from more than 40 countries, with a combined membership of at least 5 million citizens. It also counts on the support of over 150 associate public authorities and corporations and more than 1300 individual members. Its vast network of professionals and volunteers is committed to safeguarding Europe's cultural heritage for present and future generations.

## Annex

### Amendments to the Creative Europe programme proposed by Europa Nostra, the Voice of Cultural Heritage in Europe

Text proposed by the Commission	Europa Nostra amendment
<p>THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION, Having regard to the Treaty on the Functioning of the European Union, and in particular the first indent of Article 167(5) and Article 173(3) and Article 166(4) thereof,</p>	<p>THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION, Having regard to the article 3.3 of the Treaty on European Union, Having regard to the Treaty on the Functioning of the European Union, and in particular the first indent of Article 167(5) and Article 173(3) and Article 166(4) thereof,</p>
<p><b>Introduction (1):</b> The Treaty aims at an ever closer union among the peoples of Europe and confers on the Union the task, inter alia, of contributing to the flowering of cultures of Member States, while respecting their national and regional diversity and at the same time ensuring that the conditions necessary for the competitiveness of the Union's industry exist. In this respect, the Union, where necessary, supports and supplements Member States' actions to respect cultural and linguistic diversity, strengthen the competitiveness of the European cultural and creative sectors and facilitate adaptation to industrial changes, in particular through vocational training.</p>	<p>The Treaty aims at an ever closer union among the peoples of Europe and confers on the Union the task, inter alia, of contributing to the flowering of cultures of Member States, while respecting their national and regional diversity and at the same time ensuring that the conditions necessary for the competitiveness of the Union's industry exist. In this respect, the Union, where necessary, supports and supplements Member States' actions to respect cultural and linguistic diversity, ensure that Europe's cultural heritage is safeguarded and enhanced, strengthen the competitiveness of the European cultural and creative sectors and facilitate adaptation to industrial changes, in particular through vocational training.</p>
<p><b>Introduction (16):</b> The European Capital of Culture and the European Heritage Label help to strengthen the feeling of belonging to a common cultural area, and contribute to enhancing the value of cultural heritage. Funding should be provided for these two Union actions.</p>	<p>The European Capital of Culture, the European Heritage Label, the EU Prize for Cultural Heritage and the European Heritage Days help to strengthen the feeling of belonging to a common cultural area, and contribute to enhancing the value of cultural heritage. Funding should be provided for these Union actions.</p>
<p><b>Article 2 Definitions:</b> For the purpose of this Regulation, the following definitions shall apply: 1. 'cultural and creative sectors' means all sectors whose activities are based on cultural values and/or artistic and creative expressions, whether these activities are market or non-market oriented and whatever the type of structure that carries them out. These</p>	<p>For the purpose of this Regulation, the following definitions shall apply: 1. 'cultural and creative sectors' means all sectors whose activities are based on cultural values and/or artistic and creative expressions, whether these activities are market or non-market oriented and whatever the type of structure that carries them out. These</p>

<p>activities include the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or creative expressions, as well as related functions such as education, management or regulation. The cultural and creative sectors include in particular architecture, archives and libraries, artistic crafts, audiovisual (including film, television, video games and multimedia), cultural heritage, design, festivals, music, performing arts, publishing, radio and visual arts;</p> <p>2. 'operator' means a professional, an organisation, a business or an institution active in the cultural and creative sectors;</p> <p>3. 'financial intermediaries' means financial institutions providing or planning to provide loan facilities or additional expertise regarding the cultural and creative sectors.</p>	<p>activities include the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or creative expressions, as well as related functions such as education, management or regulation. The cultural and creative sectors include in particular architecture, archives and libraries, artistic crafts, audiovisual (including film, television, video games and multimedia), cultural heritage (including monuments, sites, historic ensembles, museums and landscapes), design, festivals, music, performing arts, publishing, radio and visual arts;</p> <p>2. 'operator' means a professional, an organisation, a network, a business or an institution active in the cultural and creative sectors;</p> <p>3. 'financial intermediaries' means financial institutions providing or planning to provide loan facilities or additional expertise regarding the cultural and creative sectors.</p>
<p><b>Article 4 General objectives of the Programme:</b></p> <p>The general objectives of the Programme shall be the following:</p> <p>(a) to foster the safeguarding and promotion of European cultural and linguistic diversity;</p> <p>(b) to strengthen the competitiveness of the cultural and creative sectors with a view to promoting smart, sustainable and inclusive growth.</p>	<p>The general objectives of the Programme shall be the following:</p> <p>(a) to foster the safeguarding and promotion of European cultural and linguistic diversity and to ensure that Europe's cultural heritage is safeguarded and enhanced;</p> <p>(b) to strengthen the competitiveness of the cultural and creative sectors with a view to promoting smart, sustainable and inclusive growth.</p>
<p><b>Article 8 Transnational Policy Cooperation:</b></p> <p>In order to foster policy development, innovation, audience building and business models in the cultural and creative sectors the Commission shall implement the following support measures for transnational policy cooperation: (...)</p>	<p>In order to foster policy development, innovation, audience building and business and other models in the cultural and creative sectors the Commission shall implement the following support measures for transnational policy cooperation: (...)</p>
<p><b>Article 9 Priorities of the Culture Strand:</b></p> <p>1. The priorities in the field of reinforcing the sector's capacity shall be the following:</p> <p>(a) supporting actions providing operators with skills and knowhow encouraging the adaption to digital technologies, including testing new approaches to audience building and business models;</p>	<p>1. The priorities in the field of reinforcing the sector's capacity shall be the following:</p> <p>(a) supporting actions providing operators with skills and knowhow encouraging the adaption to digital technologies, including testing new approaches to audience building and business models;</p>

<p>(b) supporting actions enabling operators to internationalise their careers in Europe and beyond;</p> <p>(c) providing support to strengthen European operators and international cultural networks in order to facilitate access to professional opportunities.</p> <p>2. The priorities in the field of promoting transnational circulation shall be the following:</p> <p>(a) supporting international touring, events and exhibitions;</p> <p>(b) supporting the circulation of European literature;</p> <p>(c) supporting audience building as a means of stimulating interest in European cultural works.</p>	<p>(b) supporting actions enabling operators to internationalise their careers in Europe and beyond;</p> <p>(c) providing support to strengthen European operators and international cultural networks, among others in order to facilitate access to professional opportunities.</p> <p>2. The priorities in the field of promoting transnational dissemination and circulation shall be the following:</p> <p>(a) supporting international touring, events and exhibitions;</p> <p>(b) supporting the circulation of European literature;</p> <p>(c) supporting knowledge and audience building as a means of stimulating interest in European cultural works and heritage.</p>
<p><b>Article 10 Support measures of the Culture Strand:</b></p> <p>The Culture Strand shall provide support for the following measures:</p> <p>(a) cooperation measures bringing together operators from different countries to undertake sectoral or cross-sectoral activities;</p> <p>(b) activities by European bodies comprising networks of operators from different countries;</p> <p>(c) activities by organisations providing a promotional European platform for the development of emerging talent and stimulating the circulation of artists and works, with a systemic and large scale effect;</p> <p>(d) support for literary translation;</p> <p>(e) special actions aiming to achieve greater visibility for the richness and diversity of European cultures, and stimulate intercultural dialogue and mutual understanding, including European cultural prizes, the European Heritage Label, and the European Capitals of Culture.</p>	<p>The Culture Strand shall provide support for the following measures:</p> <p>(a) cooperation measures bringing together operators from different countries to undertake sectoral or cross-sectoral activities;</p> <p>(b) activities by European bodies comprising networks of operators from different countries;</p> <p>(c) activities by organisations providing a promotional European platform for the development of emerging talent and stimulating the circulation of artists and works, with a systemic and large scale effect;</p> <p>(d) support for literary translation;</p> <p>(e) special actions aiming to achieve greater visibility for the richness and diversity of European cultures and heritage, and stimulate intercultural dialogue and mutual understanding, including European cultural prizes, the European Heritage Label, the European Heritage Days and the European Capitals of Culture.</p>
<p><b>Article 13 Consistency and complementarity:</b></p> <p>1. The Commission, in cooperation with the Member States, shall ensure overall consistency and complementarity with:</p> <p>(a) relevant EU policies, in particular those in the fields of education, employment, health, research and innovation, enterprise, tourism, justice and development;</p> <p>(b) other relevant EU funding sources in the field of culture and media policies, in particular</p>	<p>1. The Commission, in cooperation with the Member States, shall ensure overall consistency and complementarity with:</p> <p>(a) relevant EU policies, in particular those in the fields of education, employment, health, research and innovation, enterprise, tourism, justice and development, climate change, environment, urban and rural development;</p> <p>(b) other relevant EU funding sources in the</p>

<p>the European Social Fund, the European Regional Development Fund, the Research and Innovation Programmes, as well as the financial instruments relating to justice and citizenship, external cooperation programmes and the pre-accession instruments. In particular, it will be important to ensure synergies at the level of implementation between the Programme and the national and regional strategies for smart specialisation.</p> <p>2. This Regulation shall apply and be implemented respecting international commitments of the Union.</p>	<p>field of culture and media policies, in particular the European Social Fund, the European Regional Development Fund, the Research and Innovation Programmes, as well as the financial instruments relating to justice and citizenship, external cooperation and development programmes and the pre-accession instruments. In particular, it will be important to ensure synergies at the level of implementation between the Programme and the national and regional strategies for smart specialisation.</p> <p>2. This Regulation shall apply and be implemented respecting international commitments of the Union.</p>
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