

## ENCATC RESPONSE TO THE EU PROGRAMME CREATIVE EUROPE

23/05/2012

*ENCATC, the European network representing in 39 countries 125 higher educational institutions, research and training organisations in the area of cultural management and cultural policy:*

1. warmly **welcomes and strongly supports Creative Europe**, the new EU programme dedicated to the cultural and creative sectors, proposed by the European Commission on 23 November 2011 and urges its rapid adoption by the Council of EU Ministers and the European Parliament.
2. **strongly supports the level of financial commitment** for the cultural sector in Europe as proposed by the Creative Europe programme and urges Members States and the European Parliament to vote for the overall budget for Creative Europe of 1.8 billion, including 30% for culture and 15% for the cross-sectorial strand.
3. endorses the realignment of the objectives with **Europe 2020 objectives** and supports the proposed general and specific objectives.
4. welcomes the **focus** of the new programme **on development of human capital, capacity building, peer-to-peer learning, internationalising careers and sharing of knowledge and skills**. However, ENCATC recognises the needs that education should be understood not only as formal but also as life long learning, non-formal and informal as the benefits of learning through the fruition of artistic objects develops creative, personal and interpersonal skills that can be essential transferable skills for workers in a knowledge-based society.
5. recognizes the financial facility - **cross sectoral fund** - as a means to unlock the potential of the cultural and creative sector. However, clarification is needed on: a) who the beneficiaries will be. It is not clear if the facility is open to SMEs only or also to non profit cultural organizations; b) the percentage of the loan that will be guaranteed and whether there is a minimum size for projects to be eligible.
6. welcomes the **transnational policy cooperation strand** and support the proposed measures, especially the exchange of experience and data collection for evidence-based policy making.
7. welcomes the support to **innovation and new technologies** in culture development but wishes to underline that **risk taking and experimentation** are fundamental elements to achieve creativity, innovation. Including as a priority under the Culture Strand is critical to enabling innovative social and economic models and key to the delivery of the EU2020 strategy objectives on smart growth.
8. notes that **a clarification of terminology** is necessary to make clear which operators are eligible. In the Commission proposal, the term 'Cultural and creative sector' (CCS) is used, whereas in the impact assessment the terms 'Cultural and creative sectors' and 'Cultural and creative industries' are used interchangeably.
9. affirms that the European added value of cultural cooperation should be expressed especially in terms of its **networking, exchange of information and practices and peers learning in the cultural sector**.

10. asks for the Media, Culture and Creative Europe desks. We strongly believe on the need to offer to the sector tailor-made advices and information on co-funding possibilities for cultural projects outside Creative Europe. Applicants to the current Culture and Media programmes have different profiles and need different expertise. The support given to applicants when developing applications should be maintained as many depend on this support. In addition we believe that Member States should be able to decide what structure is best suited to them.
11. welcomes the measures proposed to **reinforce the cultural sector's capacity**, as well as for promoting **transnational circulation** within and outside Europe;
12. welcomes the proposal to open up the Creative Europe programme to European neighborhood countries. However, we notes that the mention of cooperation with selected countries or regions on the basis of additional appropriations is interesting but remains vague and should be clarified. In addition we believes that it will be important to also mention the use of culture **as an essential tool to promote development, external relations, cooperation in those developing countries to which the EU cooperates**.
13. strongly recommend that **quality management indicators** are needed to assess aspects such as social outreach and inclusion of co-funded projects, as the success of projects is not only measured by quantitative indicators. In addition, Indicators should not only consider those individuals that are audience members, but also those actively involved in supported projects. It would also be useful to explore the outcomes and long-term impact of projects.