



ENCATC

The European network on cultural management and policy

Brussels 03-02-2018

ENCATC and the European Commission's Communication *Strengthening European Identity through Education and Culture*

ENCATC is the European network representing education and research institutions in the areas of cultural management and policy and related stakeholders. It draws a 134-strong membership from 37 countries but also boasts a global reach.

On 14 November 2017 the European Commission adopted its Communication *Strengthening European Identity through Education and Culture* (COM (2017) 673), its contribution to the EU's Leaders' debate on education and culture at their meeting of 17 November 2017 in Gothenburg.

ENCATC welcomes the Commission's Communication setting out its vision of and agenda to establish a European Education Area by 2025. In a dynamic context characterised by rapid and profound change and global competition, ENCATC agrees that investment (aligned with the principle of subsidiarity) in culture and education is a key strategy to unlock the skills, competences, values and ideas relevant to instilling and sustaining Europe's resilience.

As a network concerned with cultural management and policy studies and practice, ENCATC notes with interest how this multi- and interdisciplinary area of studies is well positioned to play to the ambitions of the Commission's proposed education and culture agenda. This this is an area in which Europe is a world leader.¹

In particular ENCATC welcomes the Commission's proposals.

- **To boost mobility and facilitate cross-border cooperation**

As the Commission recognises in its Communication, the internal market is not yet a reality in the fields of education and culture. It is not uncommon for young European graduates in cultural management, for example, to find it difficult to compete for positions in cultural organisations or to apply to further study in one EU country with a degree from another. The latter has further and potentially significant implications also for the implementation of the European Research Area (ERA) in terms of mobility and

¹ We note the excellent ranking of European cultural management Master's degrees at global level – 9 of the top ten (global) Masters are European and there are 28 in the top 50. See <http://www.best-masters.com/ranking-master-arts-and-cultural-management.html?PHPSESSID=fa005860083322cbeb6030ef23f99042>. Europe is the global leader of education and research in the sector.

especially for early career researchers, whether this is between research institutions, between academia and industry or to facilitate knowledge transfer across borders. Whilst the problem is not universal, it is the inconsistency of the approach, not seldom within the same country, that hinders mobility and cooperation.

ENCATC supports the Commission's proposals in this area; namely those that aim **to facilitate the mutual recognition of HE qualifications** and **take further the cross-border validation of training and lifelong learning certificates**; and **to boost the Erasmus+ programme**. With regards to the latter, ENCATC calls on the Commission to articulate its commitment to equality of opportunity more clearly in the Erasmus+ programme, bearing in mind that disparity/ies, be it socio-economic, differential periphery to centre realities (at a national but also European level) often manifested in, for example, prohibitive living costs, and other diversities put prospective participants at an immediate disadvantage. We stress the need to ensure that equal opportunities are provided across local, regional and national education communities and institutions so they can fully contribute to and reap the benefits of the proposed actions.

- **To invest in people and their education**

ENCATC proposes that investment in people and their education needs to be dealt with at 3 levels: in terms of the importance of arts and culture in people's lives and in the education system; in terms of the CC sectors' needs; and, last but not least, in terms of contributing to the European Research Area.

The investment in education, training and lifelong learning has a crucial role in building identity, autonomous individuals, sustainable communities, and resilient economies. ENCATC endorses the opening of a common path putting human development at the centre of the policies and strategies for the future, further developing quality education and particularly welcomes the proposal to **update the Recommendation on Key Competences in early 2018**. To this end, ENCATC stresses the importance of cultural awareness and expression as key competences and the long-term effects of cultural education (in its different training forms e.g. through the arts) in developing individuals capable of reflection and of appreciating the challenges faced. Defending and promoting culture and arts education programmes in early education and development curricula, as a stable component of the education of young people, should be a guiding element in and the way forward.

At sector level, it is widely acknowledged that in today's economy/ies the Cultural and Creative sectors (CCs) are important drivers for economic growth and jobs (the Commission's Communication states that CCs represent 4% of European GDP and 8 million jobs). Like other sectors, the CCs are also impacted by technological advances, globalisation and the different ways of working and interacting that they stimulate. What is more, another value added by the CCs is the significant soft i.e. social, creative, cultural and political impacts that they have on society, from local to global, from national to European; and we note that they harness those tools to further their (often primarily) socio-cultural mission. ENCATC therefore endorses the Commission's proposals to invest in people and their education; those concerning the **improvement of language learning in Europe** and especially **the new benchmarks for digital**

competences and entrepreneurship; and the preparation of a new Digital Education Action Plan.

However, a landscape dominated by rapid change demands the rapid update of skills and competences. In the CCs, keeping up with the swift transformations prompted by technology, regional- or globalisation on, for example, business models, audiences and engagement therewith or funding systems, requires the rapid update of the relevant competences and skills. In this fast-paced changing environment, more than an activity, **lifelong learning** is a key attitude and employability skill that reflective practitioners across all sectors need to uphold throughout their career; and is one that should be actively cultivated across the education system and HE institutions in particular. ENCATC considers that the Communication's proposals are relatively unambitious in this regard and calls on the Commission to make the case for the **lifelong learning** agenda more convincingly.

We argue, in addition, that the soft research and innovation infrastructure underpinning European economic and industrial modernisation will in the future require greater research literacy from those coming out of the education system, especially HE. This will *per se* widen the competencies/skills development, career choices and horizons of young Europeans and will, crucially, lay the groundwork for and feed the successful implementation of the European Research Area (ERA) (or many of its goals). By the same token, the positive correlation between research literacy and skills and the evidence-based decision-making that has become the norm in both government/public policy and business sectors, not least in areas such as entrepreneurship or innovation, cannot be stressed enough. In this regard, ENCATC recommends that the Commission articulates the foundational importance of research literacy more explicitly in Education insofar as it connects with and supports ERA.

- **To strengthen the sense of European Identity and awareness of cultural heritage** ENCATC concurs that "Education, culture and sport have a pivotal role in promoting active citizenship and common values amongst the youngest generations" and welcomes initiatives such as European Capitals of Culture, 2018 European Year of Cultural Heritage, Creative Europe programme, Creative and Cultural Sectors Guarantee Facility, Euronews and so on.

However, ENCATC also wishes to stress the importance to work with a longer-term vision, promoting change in people's behaviours and feelings from a local and bottom-up perspective. With this view:

Having a cross-sectorial approach and identifying programmes and actions to link the education systems to cultural heritage and creative sectors should be part of the **Council Recommendation on common values, inclusive education and the European dimension of teaching**. In this regard, greater synergistic relationship/s between culture and education could help strengthen European identity not least by promoting the awareness of the fundamental values of 'democracy and tolerance, intercultural competences, critical thinking, media literacy and cultural capabilities [that] will make of our youth creative, critical and open European citizens. Knowledge of the rich diversity of cultures, arts, languages and history in Europe allows us to

understand the European cultural space and contributes to the development of all individuals'.²

To this end, ENCATC specifically recommends (1) the development of measures to stimulate the adoption and implementation of Faro Convention's principles should also be a clear objective of the **European Agenda for Culture by 2025**, leading to changing policy and practice, including participatory decision-making and the direct involvement of users (and potential users) of cultural heritage; and (2) in addition to Euronews, the focus also on specifically cultural European media models such as, for example, ARTE which delivers rich and diverse content and has an extensive reach.

About ENCATC:

ENCATC is the only European network on cultural management and policy. Founded in 1992, it counts today more than 100 members in over 35 countries and represents all disciplines in the arts and culture. It is co-funded by the Creative Europe programme of the European Union, is an official UNESCO partner NGO, has the status of an observer to the Steering Committee for Culture of the Council of Europe, and has the status of Observing Member of the EU inter-governmental Reflection Group "EU and Cultural Heritage".

ENCATC's mission is to stimulate the development of cultural management and cultural policy education by engaging and responding to new developments in politics, economics, societies and technology.

ENCATC plays a crucial role ensuring the sustainability and competitive strength of the cultural and creative sectors since its members are directly responsible for the education of tomorrow's managers and operators, as well as future European citizens who will benefit from cultural offers at the European, national and local levels.

To read more about our previous policy statements, click here:

<https://www.encatc.org/en/resources/policy-papers/>

² Cultural Action Europe (2017) [Belonging and Becoming: A cultural response to the White Paper on the Future of Europe and the accompanying reflection papers](#):2-3