

Shaping Europe Through Culture

Agenda for the European Parliament 2014 - 2020

Investing in arts, culture and heritage will build a more sustainable, entrepreneurial and democratic Europe

The manifesto **Shaping Europe Through Culture** is an urgent call for Members of the European Parliament - both present and future - to embrace a future that chooses innovation over stagnation. As a binding element between different fields of policy, culture belongs at the heart of European policy.

The following issues must be addressed:

I. Talent development

Youth unemployment is rampant across Europe. Creative talents are seeking inspiration and work elsewhere. And as Europe loses its reputation for cultural diversity and global relevance, fewer foreign creatives are relocating here. Those who do base themselves in Europe often face a complicated bureaucracy that inhibits creativity. Meanwhile, countries such as China, India and Brazil are becoming more attractive as they invest in fresh forms of cultural expression and knowledge sharing.

And so:

1. **New forms of cultural activity must be stimulated** to increase work opportunities for young talents. **Initiatives that develop talent and intercultural skills** can be integrated into both regional education programmes and the EU's *Creative Europe programme*.
2. Investments should be made into talented, small-scale creative businesses such as **cultural breeding grounds, incubators and community labs** – which can all connect to a **network of European top institutions** to help them compete on an international level.
3. A well-functioning cultural infrastructure can **minimise unnecessary bureaucracy** and be tailored to the needs of cultural professionals, artists and collections. One need that deserves particular recognition is the importance of mobility for both individuals and collections..

II. Creative industry and entrepreneurship

Many European studies* conclude that culture and the creative industries fuel economic growth and employment. However, these positive effects are not yet fully recognised nor integrated into policies. At the same time, when it comes to stimulating cultural entrepreneurship and research, there is little cohesion between the national and European priorities - factors which threaten both cultural diversity and job opportunities within the creative sector. Copyright stands out as one issue to be addressed. Creators of audiovisual products have their work spread widely online but are not properly compensated which inhibits the creative sector from developing fully. And while the United States, China and India have long invested in the 'soft power' of culture to raise their international profiles, Europe lacks in developing policies to make culture and the creative industries a more integral part of its foreign affairs.

And so:

1. **National and European priorities related to culture should be more aligned**. The creative industries are already a rightful part of the 'top sector policy' in some EU Member States. However for it to be more effective internationally, this policy must be integrated into the **EU's innovation and research framework programme Horizon 2020**. Measurable benefits to EU's profile will result when culture and creative industries are allowed to function more efficiently as part of economic and diplomatic relations and a **more forward-looking foreign policy**.

2. Copyright legislation must be reformed to be more in line with the digital age. Besides guaranteeing the earning capacities of the makers, these changes will foster a climate more suitable for true cultural entrepreneurship and for maintaining Europe's cultural diversity. **Intellectual property must be better protected** and **new earning models** should be developed.
3. **Culture and creative sectors must get the proper backing to help increase employment opportunities in the EU.** The European Parliament must actively call on the European Commission, Member States and regions to recognise the conclusions of studies on how culture and the creative sector benefit the economy.

III. Open democracy

"We are losing our citizens," according to European Commission President José Manuel Barroso (during the kick-off event of the 'New Narrative for Europe' initiative in 2013**). People are indeed losing their trust in our democracy's ability to function on both national and European levels. While politicians complain about citizens' distance and disinterest, the citizens themselves often feel they are not well represented. Also, some European Member States lack media plurality and freedom – a direct threat to democracy. In the EU's integration process, economics set the tone while European cultural values are overly neglected.

Research and development around open source data – which could result in more transparency in government – are not stimulated enough.

And so:

1. **Effective EU guidelines for media pluralism and freedom must be developed** to avoid editorial and advertising conflicts of interest, and employ independent monitors.
2. Culture, together with freedom of expression and democratic principles, must be highlighted as essential European values for the European integration process. Artists are often the driving force behind community-building projects, and thereby make important contributions to **resolving societal challenges**. Hence, they should be more involved in the development of policies and approaches that can **revitalise democratic processes**.
3. Investment in **digitisation and open data is required to foster a more transparent democracy**. Twenty-first century capacities are needed that are in line with today's network society. Opening up of data will not only stimulate economic activity, but also the development of new applications. It will also stimulate the setting up of creative labs that can, just as libraries, act as hubs for co-creation.

* Examples: *Access to Finance for Cultural and Creative Sectors* (2013), *Impact of Culture on Creativity* (2009), *Entrepreneurial Dimension of the Cultural and Creative Industries* (2010) and *Contribution of Culture to Local and Regional Development* (2010). For all, see: http://ec.europa.eu/culture/key-documents/studies_en.htm

** New Narrative for Europe is a European Commission initiative established by EC President Barroso in 2013 to develop a new vision for Europe. He called on artists, scientists and intellectuals in Europe to renew those aspects of history, values, symbols and culture that work to unite citizens. For more information, see: http://ec.europa.eu/debate-future-europe/new-narrative/index_en.htm

For more information: www.culturalfoundation.eu/manifest

Shaping Europe Through Culture

has been initiated by the European Cultural Foundation (ECF), in partnership with:

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FEDERATIE VAN WERKGEVERSYVERENIGINGEN IN DE CULTUUR

