

Strengthening European Identity through Education and Culture

The Commission's Contribution to the Leaders' Working Lunch
Gothenburg, 17 November 2017

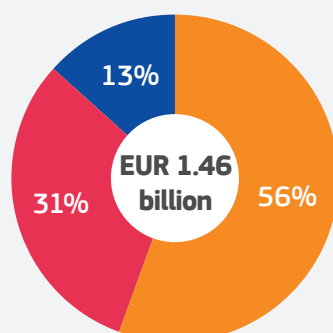
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CULTURE AS A DRIVER FOR EU UNITY

WHAT EXISTS TODAY

- ▶ An EU policy and regulatory framework:
 - ▶ **Since 2015, the Digital Single Market strategy** has aimed to improve the conditions for authors and creators to create, distribute and get remunerated for their content by adapting EU rules to the digital age (proposal for a Directive on Copyright, proposal for a Broadcasting Regulation, proposal for a Directive on Audiovisual Media Services).
 - ▶ In March 2015, in reaction to terrorist attacks in some Member States, Education Ministers and Commissioner Navracsics agreed to the **Paris Declaration** on promoting citizenship and the common values of freedom and tolerance through education.
 - ▶ Since 2007, the **European Agenda for Culture** has fostered cooperation at EU level for intercultural dialogues and cultural actions in EU external relations through yearly work plans.
 - ▶ Since 2010, the European Commission and the Council of Ministers have defined and implemented the **EU Youth Strategy**, which consists of cooperation with youth organisations at EU and national levels on projects focusing on volunteering and participation in democratic life.
- ▶ The three funding instruments (2014-2020):
 1. The **Creative Europe Programme** supports the European cultural and creative sectors through three different strands:

Creative Europe Programme



Guarantee Facility for cultural and creative sectors — a financial mechanism acting as insurance to banks offering financing to cultural and creative sector industries.

The Culture Programme supports cross-border cooperation projects, cultural networks, European Capitals of Culture and a series of prizes

The MEDIA Programme supports the distribution of European films

2. The **Connecting Europe Facility** supports the digitisation of culture and cultural heritage through **Europeana** and several other institutions (EUR 45 million).

3. The total funding for culture and creative industries under the **cohesion policy** amounts to EUR 10 billion for the period 2014-2020.

KEY ACHIEVEMENTS SO FAR

- ▶ The **2011 Recommendation on digital cultural heritage** catalysed digitisation activities in Member States.
- ▶ **Europeana** is a multi-sided platform for sharing and discovering content from over 3,700 libraries, archives, museums and audiovisual collections across Europe.
- ▶ **Since 1991, the MEDIA Programme has invested more than EUR 2.5 billion in European creativity and cultural diversity.** Each year, MEDIA supports around 2,000 European projects including films, TV series, video games, training programmes, cinemas and much more.
- ▶ **The Culture Programme** provides funding for the popular scheme of European Capitals of Culture, which has become a laboratory of cultural local development over thirty years.
- ▶ Since 1993, **Euronews** has been covering international news with a pan-European perspective. The channel is broadcast in nine EU languages (German, Greek, English, Spanish, French, Hungarian, Italian, Polish, Portuguese). Member States' national public broadcasters are among Euronews shareholders. The EU contributes 36% of the Euronews budget (EUR 25 million per year).

Citizenship



In 2016 more than **EUR 200 million** was devoted to the implementation of the **Paris Declaration on citizenship**.



1,200 transnational partnership projects were launched to promote fundamental values.

MEDIA Programme



The MEDIA Programme has supported four Oscar winners for Best Foreign Language Film since 2013 and eight Palme d'Or winners at the Cannes Film Festival since 2007.



The MEDIA Programme supports on average 1,900 artists and technicians through its training scheme, 450 films on the pre-production stage and 60 TV productions every year.



The MEDIA Programme supports the **cross-border distribution of over 400 films per year, 27% of Europe's annual film production.**



Films screened in the Europa Cinemas network (a network of cinemas supported by MEDIA) reached an average of over **67 million viewers** per year between 2014 and 2016. EUR 1 invested in the Europa Cinema's network generates EUR 13 through additional audiences.

Culture Programme



The Culture Programme reaches around **1 million Europeans per year.** Its cooperation projects are expected to create more than 5,000 jobs by 2020.



Since 2014, it has funded **1,500 translations,** amounting to **1.4 million translated books sold.**



56 European Capitals of Culture have been designated from 1985 to 2017.

WHAT CAN BE DONE WITHIN THE NEXT TWO YEARS?

- ▶ In January 2018, adopt a **Recommendation on common values, inclusive education and the European dimension of teaching.**
- ▶ Launch a renewed **Youth Cooperation Strategy** to enable young people to participate directly in the promotion of European identity and shape the future of Europe.
- ▶ Throughout 2018, the Commission and the Member States to roll out activities and initiatives around the **European Year of Cultural Heritage.** The Commission to organise with the Member States the **'Assises du Patrimoine'** as a flagship event of the European Year.
- ▶ In 2018, start a **'Music Moves Europe' project** with a EUR 1.5 million budget to increase the distribution of European musical content and the emergence of new talents in Europe.

▶ A **#Digital4Culture strategy** to use the potential of digital to enhance the economic and societal effects of culture:

▷ Ensuring broad and more democratic access to culture thanks to digital tools;

▷ Using digital tools to enhance the appeal of cultural heritage (e.g. better curated online art collections, easily accessible film search engines).

▷ A #Digital4Culture Award for different categories of people that have shown excellence in combining digital tools and cultural and artistic creation.

▶ Work on a **common strategy on international relations with the European External Action Service, the Commission and Member States**; implement Europe's cultural diplomacy through joint activities with national cultural institutes.

▶ Increase by half the budget of the Guarantee Facility for the cultural and creative sectors (2018-2020: EUR 60 million).



POSSIBLE INITIATIVES WITH A 2025 PERSPECTIVE

▶ Upgrade the **European Agenda for Culture** to promote culture and cultural diversity in all EU policies.

▶ Establish a long-term **EU Action Plan for Cultural Heritage**¹ to highlight the role of Europe's cultural heritage in fostering a shared sense of history and identity, to provide financial support for the preservation of Europe's cultural heritage — including the digitisation of Europe's most important and endangered cultural heritage sites — and to promote jobs directly or indirectly related to cultural heritage.

▶ A new **EU funding programme** could promote EU values, support Europe's culture and creative sectors, and strengthen the EU's cultural diplomacy notably through specific windows for cultural cooperation in all external funding instruments, from enlargement countries to strategic partners and developing countries.

▶ Building on the success of the 25-year-old MEDIA Programme, the successor programme would continue supporting the European **audiovisual** sector. It could also include new sectors such as **music, literature, video games or architecture**.

¹ This could be the legacy of the 2018 European Year for Cultural Heritage and be decided at the 'Assises du Patrimoine'.

The political ambition would need to be aligned with the means to act and reflected in the future discussions on EU finances.