EXECUTIVE SUMMARY

GOOD PRACTICE REPORT ON THE CULTURAL AND CREATIVE SECTORS' EXPORT AND INTERNATIONALISATION SUPPORT STRATEGIES

OPEN METHOD OF COORDINATION (OMC)
WORKING GROUP OF EU MEMBER STATES' EXPERTS
ON CULTURAL AND CREATIVE SECTORS

1 | Introduction

The cultural and creative sectors (CCS) are in a strategic position to promote smart, sustainable and inclusive growth in the European Union (EU) and thus contribute fully to the Europe 2020 Strategy. Smart internationalisation and export promotion policies are needed to allow a wide majority of small organisations and companies to operate in a global environment, and to reach new audiences and markets worldwide. Against this backdrop, it is necessary to identify the most effective support services, facilitate access to foreign markets, reinforce regulatory dialogues, and assess possible risk sharing facilities. Pooling of resources and increased cooperation between various actors in the EU could be further explored to promote both a stronger European cultural and creative presence on the world scene, as well as an attractive European image bridging our excellence in the field of heritage with vibrant cutting-edge creativity.

2 | Context of the report

This report is the outcome of the work carried out by the Open Method of Coordination (OMC) Working Group on Cultural and Creative Sectors' Export and Internationalisation Support Strategies, a group of experts representing the 28 EU Member States which was launched in October 2012 under the Council Work Plan for Culture 2011-2014. The report builds on and complements the existing literature on the potential of cultural and creative sectors in the European Union and it is the first of its kind with a particular focus on cultural and creative sectors' exports and internationalisation.

The report also represents the newest link in the chain of papers produced by the different OMC working groups in line with the current and previous Council Work Plans for Culture. With policy statements and a substantial number of good practices from different Member States, this body of work illustrates the impressive array of measures and activities that are carried out in Europe to pursue key cultural policy objectives.

EUROPEAN UNION

3 | Export and internationalisation on the CCSs – SWOT analysis

The basic narrative in support of CCS export and internationalisation is quite clear and simple. In Europe, we have a lot of cultural diversity, exceptional cultural heritage, high-quality education, and hundreds of thousands of enterprises producing a wealth of products and services, and the global market is constantly growing. These strengths and opportunities are increasingly acknowledged in European political discourse.

The main weaknesses and challenges are the predominance of very small companies, weaknesses of intermediaries, and issues related to the management of rights. Other weaknesses and challenges include the following:

- limited access to export promotion financing due to the intangible nature of CCS assets, and therefore insufficient resources for key export promotion measures of packaging, marketing, and branding;
- lack of information on international trends and target markets and their rules and regulations, as well as competitive situation and consumer preferences;
- lack of appropriate and coordinated export support measures by governments/public authorities and lack of financing sources for cross-border cooperation, since most financing mechanisms have a national focus;
- lack of extensive international networks, which makes it difficult to find the right partners, distributors or sellers;
- the sector and subsectors are not sufficiently organised, with international promotion left for individual players;
- internationalisation and export skills are not included in cultural and creative curricula;
- other sectors are not aware of the added value CCS could give them regarding export and internationalisation;
- fragmentation of the market and linguistic barriers.

4 | Good practice in the Member States

In spite of the challenges and weaknesses enumerated above, the report highlights the huge potential for internationalisation in the cultural and creative sectors and the successful support measures implemented across Europe. The main focus of the report is therefore to present examples of good practices in the Member States. This dedicated chapter has been divided into eight categories of measures that contain altogether 34 practices and examples:

- dedicated strategies for exports in CCS,
- general business development support with a focus on CCS,
- internationalisation of cultural policy,
- support for networks and clusters,
- support for international promotion,
- support measures at EU level,
- support for showcases, festivals, fairs, trade missions, and other export-related events and activities,
- support for inter-regional cooperation.

In addition to the illustrative examples from the EU Member States, the report showcases practices from other countries, such as Canada and Japan.

5 | Conclusions and recommendations

The main part of the report focuses on examples of successful internationalisation and export support strategies in the EU Member States. However, the Working Group also acknowledges weaknesses and challenges that need to be addressed by policy makers at different levels and proposes for consideration the following types of interventions designed to tackle the identified challenges.

As regards support and financing:

- allocate particular support to the key export promotion measures of packaging, marketing, and branding;
- establish a product development fund for other niches in CCS than the traditional ones;
- devise measures to foster managements, agents, and other similar intermediaries;
- set up appropriate schemes for participation by CCS companies in festivals, fairs, and markets;
- promote awareness of business models and earnings logics based on IPR with a view to attract more public and private funding, including grants, loans, guarantees, equity etc.;
- increase synergy and coordination between different public support and financing schemes in order to establish user-friendly paths for internationalisation and growth.

As regards intellectual property rights:

- ensure high-level protection of copyright and related rights as well as efficiency and transparency of both collective rights management and cross-border licencing;
- engage with third countries in order to improve enforcement of their copyright legislations and fight piracy;
- cooperate to come up with methods to assess the value of IPR and intangible assets in order to facilitate their use as collateral by CCS companies to acquire guarantees, loans, and other financing.

As regards CCS cooperation and visibility:

- promote national and international CCS networks and clusters so that they can better support EU cultural exports and internationalisation and the opening up of foreign markets;
- develop a European cross-border support for export outside the EU under the EU umbrella for specific clusters;
- organise prizes or competitions to raise the visibility of export and internationalisation;
- develop awareness-raising campaigns with good practice examples to underline how other sectors could benefit from cooperating with CCS in export;
- present EU-level exhibitions in third countries.

As regards professional and further education and training:

- develop incentives for interchange between education institutions, providing an international scope to both cultural and creative disciplines and support disciplines (arts management etc.), and promote course exchange between universities or university departments;
- raise awareness of the need to integrate general management and internationalisation and export skills in cultural and creative curricula and promote the integration of practitioners;
- support professional management training (e.g. specific seminars/workshops in collaboration with or carried out by the national export office);
- support intermediaries' participation in training and networking opportunities;
- promote the recognition of skills and professions within the cultural and creative areas, through funding professional associations.

To read the full report, please use the following link:
http://ec.europa.eu/culture/our-policy-development/policy-documents/omc-working-groups_en.htm

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Annex:
Mapping of Cultural and Creative Industry Export and Internationalisation Strategies in EU Member States, Judith STAINES and Colin MERCER, European Expert Network on Culture (EENC), 2013
http://www.eenc.info/wp-content/uploads/2013/04/JStaines-CMercer-Mapping-CCI-Export-Strategies-Feb-2013.pdf

Relevant links:
Website of DG Education and Culture, Cultural and creative industries:
http://ec.europa.eu/culture/our-policy-development/cultural-and-creative-industries_en.htm

European Commission Communication Promoting cultural and creative sectors for growth and jobs in the EU, COM(2012)537:
http://ec.europa.eu/culture/our-policy-development/documents/com537_en.pdf

OMC Policy Handbook on the strategic use of Structural Funds to foster the potential of culture for local, regional and national development:
http://ec.europa.eu/culture/our-policy-development/documents/policy-handbook.pdf

European Commission, Green paper on unlocking the potential of cultural and creative industries:
http://ec.europa.eu/culture/our-policy-development/cultural-and-creative-industries/green-paper_en.htm