

European Commission

Consultation: GREEN PAPER- Unlocking the potential of cultural and creative industries

The Swedish Arts Council has been given opportunity to express an opinion regarding the headline above.

First of all we would like to underline that we welcome the initiative from the European Commission and that we agree with the Commission that the cultural and creative industries offer a real potential of meeting the future challenges and thereby contributing to the Europe 2020 strategy. However we do think that it is important also to highlight the importance of the infrastructure of culture and cultural heritage. For the growth of culture and the creative industries this infrastructure is fundamental. Together they constitute opportunities for innovations. Therefore we advocate that also culture, cultural heritage, cultural and creative industries should be part of the Europe 2020 strategy.

Furthermore the Swedish Arts Council, from our perspective, can establish that there are several parts to develop.

Putting in place the right conditions

In order to create the right conditions a better matching of the cultural and creative industries is of great importance. The Swedish Arts Council therefore likes to stress that that the interplay between different politics areas is fundamental. The cultural and creative industries are located between the cultural policies and the industrial policies but also contribute to other policy areas. From that perspective the Swedish Arts Council think it's important that political structures and management control measures are also created to cater specifically for their benefit. Our experiences so far from our work with the action plan for cultural and creative industries that the Swedish government has implemented, show that there's a risk that the cultural and creative industries goes outside the existing structures both for cultural policies' as well as industrial policies'.

The Swedish Arts Council has, for example, no direct grants for cultural and creative industries. On the other hand the Arts Council do participate in the

structural funding system, through participating in the monitoring committees and through its work analyzing projects with links to culture. Our experiences are that projects relating to cultural and creative industries often use the opportunity for funding through the structural funds. But more distinct directives and guidelines from both national level and EU are needed if the cultural and creative industries are to become a priority.

Moreover, to improve the “peer-coaching” in these sectors EU should develop their existing programs; either Culture, which in that case would need more resources, or that the sector becomes a part of the program for Lifelong learning.

Furthermore on a national level more “free” or “risk” funding is needed which can be used to stimulate crossover-cooperation between art forms, something which is becoming more and more common. In this case, the support should stimulate both cross-disciplinary art cooperation, as well as meetings between art and culture and the business world.

Our experiences from Creative School, a special program for art in school, show that it is important to stimulate children’s meeting with arts and culture at an early age. This is fundamental to later on bridge natural overrides between different areas of creativity.

Local and regional development as a launchpad for global success
Seeing culture as a part of the regional development is more and more common. Sweden has formulated this in regional strategies and growth programs that highlight the role of art and culture for habitat, for localization and for the industry with growing employment. Culture is also important for regions and municipalities to promote creativity and regional branding.

The Swedish Arts Council therefore would appreciate if the EU Council of Ministers recommends that culture and cultural and creative industries should be a part of the regional growth plans. Our experiences from dialogs with the regions in Sweden shows that culture and cultural and creative industries are often highlighted as an important part of the regions’ development plans.

The new programme for structural funds from 2014 and onwards should have a more distinct focus on the opportunities for the cultural and creative industries both on national and European level.

Mobility and the circulation of cultural and creative works

The Arts Council supports the initiative from the European commission to develop a pilot program to increase mobility of artists, which we think is an important development, especially if it also includes support for mobility of individual artists and cultural practitioners (not just works of art). There are already opportunities for cultural exchange between EU countries and other parts of the world, but the knowledge of these opportunities should increase.

EU should also take initiative to a discussion between the European member countries about the importance of national grants to increase international exchange. Further, EU should consider the need for centralized information about the guidelines for the different types of support.

The Arts Council would like to highlight the importance of supporting international arts and cultural cooperation from a cultural policy perspective. The goal of the recently revised Swedish cultural policy states that “culture should be a dynamic, challenging and independent force based on the freedom of expression. Everyone is to have the opportunity to participate in cultural life. Creativity, diversity and artistic quality are to be integral parts of society’s development.” This is achieved through for example the promotion of international and intercultural exchange and cooperation. The Arts Councils’ own experiences from international exchange and cooperation can be described from two perspectives which are of importance for cultural and creative industries. The first perspective is to stimulate artistic cooperation across borders, which develops new forms of cultural expressions. Through this, art and culture stimulate innovativeness that directly or in a later phase creates the futures cultural and creative industries and products. The second perspective is about how the growing internationalization creates broader arenas for art and culture and enables the opportunity for artists to act on the international market. To maximize these opportunities, the sector needs both grants for traveling, as well as special instruments to support the cultural industries, so that these businesses finds new talent and take the risk to venture on unproven actors. Therefore long term support initiatives such as grants for publishers to translate and publish foreign literature, showcases for performing arts or participating in exhibitions or fairs etc. is a way to stimulate the cultural and creative industries.

Handläggning av ärendet

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