

Response of the Government of the Republic of Estonia to European Commission's Green Paper – Unlocking the Potential of Cultural and Creative Industries

- Estonia considers it important to step up cooperation at European level for unlocking the potential of cultural and creative industries (CCI). CCI should be tightly interlinked with other policy fields in order to achieve positive synergy. Of particular importance are ties with strategies and measures of the fields of enterprise, innovation, research and development, education, regional development and tourism.
- The development of CCI should be directly tied in with meeting the goals of the Europe 2020 strategy and reflected as specific measures of the strategy's various flagship initiatives.
- There is a need for continuing efforts in raising awareness at European Union level and for increased efficiency in the field's knowledge-based development, which should be achieved mainly by developing CCI statistics and conducting studies.
- In terms of funding the initiatives of creative industries at European Union level, we support making better use of the opportunities offered by existing measures. The requirements of various programmes should, where possible, take into account the specific nature and needs of the CCI field.
- There is a need for supporting at European Union level the creation of regional and pan-European CCI networks and clusters which would have a competitive edge at the global market. We also see a need for boosting cooperation between creative businesses and those operating in other sectors in creating added value.
- In terms of supporting start-up creative businesses and fostering cooperation among operating creative enterprises, a central role is played by developing environments conducive to cooperation, experimentation and learning. At European Union level, support measures could be aimed at cooperation and networking among such centres, at gathering information on starting and developing businesses and at mediating this information, primarily in an electronic environment (via the so-called virtual incubators).
- It is important to support universities in elaborating the curricula necessary for CCI development and to foster cooperation between universities and businesses in elaborating new business models and implementing culture-based innovation. Support is also needed for creating stronger links between curricula and the work of enterprise centres and incubators operating at universities; elaborating joint curricula for artistic, technical and economic specialties should also be stepped up.
- There is a need for organising international competitions and giving out awards in order to offer recognition and give visibility to CCI professionals and businesses.
- The mobility of creative practitioners in the European Union should be fostered, by supporting residence and traineeship opportunities of CCI professionals in other Member States.
- The contribution of CCI should be given more weight when designing the Union's regional strategies and the European Union could support relevant Member State initiatives in cross-border cooperation. Equally important is promoting cooperation with third countries, including the cooperation aimed at developing creative industries organised under the Northern Dimension Partnership on Culture.
- It is important to continue supporting pan-European projects on digitisation of cultural heritage.

In addition Estonia supports the European Commission's suggestion to continue the exchange within the framework of Open Method of Coordination. Suggested focuses for the Cultural and Creative Industries Working Group are in accordance with the bottlenecks and possibilities of the sector.

Estonia has experience in developing Cultural and Creative Industries through successful integration of the sector in its European Structural Funds Strategy. European Commission should promote the use of Structural Funds in the development of Cultural and Creative Industries in Member States. Estonia is both looking forward to learn from other states' experiences in the use of Structural Funds as well as ready to share its experience in investing in the sector development.

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