

Presidency conclusions on the informal meeting of EU Directors General for Culture on the potential of cultural and creative industries, Guimarães, Portugal, the 30th of November 2009

- Taking into account the invitation of the European Commission to submit suggestions and ideas for the future “EU 2020” Strategy for its consultation document before 15 January 2009;

- Noting that culture and culture based creativity will be one of the drivers for the future European economy and society;

- Noting that the cultural and the creative industries have the potential to contribute to Europe’s competitiveness, to solving societal problems, to strengthen a renewed model of growth primarily based on knowledge, as well as to the shaping of the digital agenda;

Call upon the European Commission to take full account of the potential of the cultural and creative industries when drafting its proposals for the EU 2020 Strategy.