

Contribution to Public Consultation on the Future „EU 2020” Strategy

The Commission has published a document on the public consultation on the future umbrella strategy of the European Union „EU 2020”. The new strategy will build on the achievements of the Lisbon strategy, while at the same time using other experience gained from the current strategy.

The proposed priority themes of the EU 2020 strategy, *Creating value by basing growth on knowledge, Empowering people in inclusive societies, and Creating a competitive, connected and greener economy* are clear policies that lead to a greener and socially more inclusive growth. However, in our view, the document on the public consultation on the future umbrella strategy of the European Union “EU 2020” failed to mention one of the foundations on which the European Union was built – the culture.

People are the most precious asset of the European Union. However, their potential will be fully exploited only if Europe can achieve appropriate social cohesion based on the intercultural dialogue.

The implementation of the priority *"Empowering people in inclusive societies"* therefore requires intercultural skills of our citizens¹. Successfully implemented European Year of Intercultural Dialogue 2008 has contributed to the European public awareness of the need to move from words to deeds and that the exercise of cultural diversity requires more active, more organized and widespread efforts. In order to empower the role of the citizens in the EU, today more than ever we need intercultural dialogue, an instrument allowing all who live in the European Union to gain knowledge and skills necessary to promote in a more open and complex environment. The key factor for strengthening intercultural dialogue is a sustainable and inter-sectoral approach aimed at developing intercultural competence of our citizens. They have to be encouraged to become active citizens, open to the world, and that their respect for cultural diversity becomes our common value – the EU identity card.

Cultural and creative industries are rapidly growing industries, which contribute a great deal to job creation and total gross domestic product of the European Union. This is reflected also within the frame of the Lisbon Strategy². At the same time the Lisbon Strategy states that »A key factor for future growth is the full development of the potential for innovation and creativity of European citizens built on European culture and excellence in science.”³.

In its Communication on a European agenda for culture in a globalizing world, the European Commission points out, among other things, that culture is a vital element in the Union's international relations, and in the same document it further notes that "Europe's cultural richness and diversity is closely linked to its role and influence in the world. The European

¹ Council conclusions of 22 May 2008 on Intercultural Competences (OJ C 141, 07.06.2008, p. 14)

² European Council Conclusions of 8 and 9 March 2007 stressed that particular attention has to be given to stimulating the potential of SMEs, including in the cultural and creative sectors, in view of their role as drivers of growth, job creation and innovation, (Doc. 7224/07, p. 4.)

³ Presidency conclusions of the European Council of 13-14 March 2008, which recognised that a key factor for future growth was the full development of the potential for innovation and creativity of European citizens built on European culture and excellence in science (7652/08)

Union is not just an economic process or a trading power, it is already widely - and accurately - perceived as an unprecedented and successful social and cultural project.«⁴

Following the above stated, we call upon the European Commission to include, after re-considering the importance of culture for the development of the European Union, this crucial area in the strategic reflection on our common European future, in line with the words of President Barroso who said: »Culture should play a strategic role in Europe's agenda. It is a crucial factor in the success of European integration and is, at the same time, inextricably linked to our sense of identity.«⁵

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⁴ European Commission's Communication of 10 May 2007 on a European Agenda for Culture in a Globalizing World (9496/07 and ADD 1)

⁵ http://ec.europa.eu/commission_barroso/president/multimedia/photo/cultural/index_en.htm

POLITICAL CONTEXT

- **Article 151 of the Treaty establishing the European Community. The EU Treaty requires the Union to take culture into account in all its actions so as to foster intercultural respect and promote diversity.**
- Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (OJ L 281, 23.11.1995, p. 31.)
- Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market (OJ L 178, 17.7.2000, p. 1.)
- **Presidency Conclusions Lisbon European Council 23 and 24 March 2000 stated that “Content industries create added value by exploiting and networking European cultural diversity”.**
- Ref. Report on cultural cooperation in the European Union – Giorgio Ruffolo - A5-0281/2001.
- Directive 2001/29/EC of the European Parliament and of the Council of 22 May 2001 on the harmonisation of certain aspects of copyright and related rights in the information society (OJ L 167, 22.6.2001, p. 10).
- Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector (OJ L 201, 31.7.2002, p. 37.)
- Directive 2004/48/EC of the European Parliament and of the Council of 29 April 2004 on the enforcement of intellectual property rights (J L 157, 30.4.2004, p. 45).
- the UNESCO Convention of 20 October 2005 on the Protection and Promotion of the Diversity of Cultural Expressions
- Council Decision 2006/515/EC of 18 May 2006 on the conclusion of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (OJ L 201, 25.7.2006, p. 15).
- Decision No 1855/2006/EC of the European Parliament and of the Council of 12 December 2006 (OJ L 372, 27.12.2006) on establishing The Culture Programme (2007-2013).
- The Commission’s proposal ‘Europe in the World – Some Practical Proposals for Greater Coherence, Effectiveness and Visibility’ – COM(2006) 278 approved by the European Council.
- The study commissioned by the Commission on the Economy of Culture in Europe, presented to the public on 14 November 2006, and in particular its emphasis on the

great importance of the cultural and creative sector for attaining the Lisbon objectives and of the enormous potential of European culture.

- Recommendation of the European Parliament and of the Council of 18 December 2006 on key competences for lifelong learning.
- Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 (OJ L 327, 24.11.2006) concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007).
- Decision No 1904/2006/EC of the European Parliament and of the Council of 12 December 2006 (OJ L 378, 27.12.2006) establishing for the period 2007 to 2013 the programme 'Europe for Citizens' to promote active European citizenship.
- Recommendation 2006/962/EC of the European Parliament and of the Council of 18 December 2006 on key competences for lifelong learning (OJ L 394, 30.12.2006, p. 10).
- Decision No 1983/2006/EC of the European Parliament and of the Council of 18 December 2006 (OJ L 412, 30.12.2006) concerning The European Year of Intercultural Dialogue.
- **European Council Conclusions of 8 and 9 March 2007 stressed that particular attention has to be given to stimulating the potential of SMEs, including in the cultural and creative sectors, in view of their role as drivers of growth, job creation and innovation, (Doc. 7224/07, p. 4.)**
- **The Council conclusions of 24 May 2007 on the contribution of the cultural and creative sectors to the achievement of the Lisbon objectives, which point out that cultural activities and creative industries play a critical role in boosting innovation and technology and are key engines of sustainable growth in the future (OJ C 311, 21.12.2007, p. 7.)**
- **European Commission's Communication of 10 May 2007 on a European Agenda for Culture in a Globalizing World that speaks about "culture as a catalyst for creativity in the framework of the Lisbon Strategy for growth and jobs" (9496/07 and ADD 1.)**
- Commission Staff Working Document Inventory of community actions in the field of culture Accompanying document to the Communication from the Commission to the European Parliament, the Council, the European Economic and Social committee and the Committee of the regions Communication on a European agenda for culture in a globalizing world (SEC(2007) 570)
- Council Resolution of 15 November 2007 on new skills for new jobs and the Communication Renewed Social Agenda: Opportunities, access and solidarity in 21st century Europe, adopted by the Commission on 2 July 2008, which identified children and young people as tomorrow's future among its priorities.

- Council Resolution of 16 November 2007 on a European Agenda for Culture that represents an important step towards further developing cooperation in the cultural field and increasing the coherence and visibility of European action in this field (OJ C 287, 29.11.2007, p. 1.)
- Presidency conclusions of the European Council of 14 December 2007, recognising the importance of cultural and creative sectors in the framework of the Lisbon Agenda for growth and jobs (16616/1/07 Rev 1.)
- Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 on audiovisual media services, which sets out a number of requirements as regards cultural diversity and the promotion of European works by linear and non-linear audiovisual media services. Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 is amending Council Directive 89/552/EEC on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities (OJ L 332, 18.12.2007, p. 27).
- Commission communication of 3 January 2008: Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on Creative Content Online in the Single Market (03.01.2008 COM(2007) 836 final).
- **Presidency conclusions of the European Council of 13-14 March 2008, which recognised that a key factor for future growth was the full development of the potential for innovation and creativity of European citizens built on European culture and excellence in science (7652/08)**
- Council conclusions of 22 May 2008 on Intercultural Competences (OJ C 141, 07.06.2008, p. 14)
- Conclusions of the Council and of the Representatives of the Governments of the Member States, meeting within the Council, on the Work Plan for Culture 2008 – 2010 (OJ C 143, 10.6.2008, p. 9.)
- Council conclusions of 20 November 2008 on the development of legal offers of online cultural and creative content and the prevention and combating of piracy in the digital environment (OJ C 319, 13.12.2008, p. 15.)
- Presidency conclusions of the European Council of 11-12 December 2008, which, recognising that Europe must continue to invest in its future, called for the launching of a European plan for innovation, combined with the development of the European Research Area and with the reflection on the future of the Lisbon strategy beyond 2010 (17271/08)
- The European Parliament and Council Decision of 16 December 2008 on the European Year of Creativity and Innovation.
- Decision of the European Parliament and of the Council proclaiming 2009 as the European Year of Creativity and Innovation 2009 (OJ L 348, 24.12.2008, p. 115).

- Council conclusions on the creation of a European heritage label by the European Union Council conclusions on architecture: culture's contribution to sustainable development
- Council conclusions of 20 November 2008 on the European digital library Europeana (2008/C 319/07)
- Council conclusions of 20 November 2008 on the development of legal offers of online cultural and creative content and the prevention and combating of piracy in the digital environment
- Council of The European Union Council Conclusions on Culture as a Catalyst for Creativity and Innovation (8749/1/09 REV 1)
- Council conclusions of 27 November 2009 on promoting a Creative Generation: developing the creativity and innovative capacity of children and young people through cultural expression and access to culture 2009/C 301/08 (Official Journal C 301 , 11/12/2009 P. 0009 – 0011)
- Commission's Communication of 27 April 2009 "An EU Strategy for Youth Investing and Empowering. A renewed open method of coordination to address youth challenges and opportunities" (IP/09/644 on Rapid, 27 April 2009).
- Council Resolution of 27 November 2009 adopting a renewed framework for European cooperation in the youth field (2010-2018).
- Council conclusions of 27 November 2009 on media literacy in the digital environment ((2009/C 301/09).