



European Commission

May 2018

A New European Agenda for Culture



We want a Union where citizens have new opportunities for cultural and social development and economic growth. A Union which preserves our cultural heritage and promotes cultural diversity.

Declaration of the Leaders of 27 Member States and of the European Council, the European Parliament and the European Commission, Rome, 25 March 2017



Culture - much more than a soft issue

Culture contributes directly to **jobs, growth** and **external trade**.

There is an **EUR 8.7 billion** trade surplus in **cultural goods**, and **8.4 million EU citizens** are **employed** in cultural and creative sectors

7 in 10 EU citizens take pride in Europe's cultural heritage.

With **453 inscribed sites**,

Europe accounts for almost **half of UNESCO's World Heritage List**.

Eurostat 2016 (culture statistics: employment, enterprises, participation, trade, expenditure)
2014 Ernst & Young study «Measuring cultural and creative markets in the EU»
Special Eurobarometer 466: Europeans and cultural heritage, 2017



To further strengthen the cultural dimension of the European Union, the New Agenda for Culture proposes to:

- Harness the power of culture and cultural diversity for social cohesion and well-being, by promoting cultural participation, mobility of artists and protection of heritage
- Support jobs and growth in the cultural and creative sectors, by promoting arts and culture in education, boosting relevant skills, and encouraging innovation in culture
- Strengthen international cultural relations, by making the most of the potential of culture to foster sustainable development and peace

Based on the experience in cooperation on culture at EU level over the last decade, the Agenda will be put in practice through strong cooperation with Member States and other stakeholders, including the civil society and international partners.

The New European Agenda for Culture sets out over 25 actions across five dimensions, including:

Social



- A new artists' mobility scheme under Creative Europe
- Actions on social inclusion through culture, including for refugees and migrants
- A project to develop cultural and creative spaces in cities across Europe
- Research on cultural cross-overs including health and well-being impacts

Economic



- Promotion of arts education, including an assessment by the Organisation for Economic Co-operation and Development of creative and critical thinking skills
- Master's modules in creativity for interested universities
- Dialogues with cultural and creative sectors, including music, audiovisual, and in the context of a renewed Industrial Policy Strategy

External



- Enhanced support for culture in the Western Balkans, Eastern Partnership and African Caribbean & Pacific countries
- Launch of European Houses of Culture in partner countries

Cultural heritage



- Two new Action Plans: on the policy legacy of the European Year for Cultural Heritage 2018, and on combating illicit trade in cultural goods
- In future EU programmes including cohesion policy, development of quality principles for restoration and conservation of cultural heritage

Digital4Culture



- The creation of heritage digitisation centres across the EU
- A new EU Film Week to make European films available to schools across Europe
- A new pan-European network of Digital Creative Hubs
- Mentoring schemes for audiovisual professionals, particularly women