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From:

Danish Parliament (International Secretariat — Thomas Fich, EU Special Adviser)

To:

European Commission
Commissioner Androulla Vassiliou
Directorate-General for Education and Culture
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Subject: Response from the European Affairs Committee and the Culture Committee to the Commission's Green Paper — *Unlocking the potential of cultural and creative industries*

This is the response from the Danish Parliament's European Affairs Committee and Culture Committee concerning the Commission's Green Paper — *Unlocking the potential of cultural and creative industries* — COM (2010) 183.

On 25 May 2010 the European Affairs Committee asked the Trade and Industry Committee and the Culture Committee to discuss the Commission's Green Paper and report back to it with a view to drafting a joint response to the Commission.

The Trade and Industry Committee had no comments on the Green Paper.

The Culture Committee discussed the Commission's Green Paper at a meeting and subsequently conducted a consultation by written procedure, following which it delivered its opinion to the European Affairs Committee.

Taking account of the Culture Committee's opinion, the European Affairs Committee, at its meeting on 9 July 2010, decided to send the following response to the Commission.

The European Affairs Committee and the Culture Committee consider it important to create the right conditions for the growth of the experience economy, where the potential of the cultural and creative industries (CCIs), both direct and indirect, is indisputable. The Committees can therefore support the Green Paper's aim to spark a debate on the requirements of a truly stimulating creative environment for the EU's CCIs.

In Denmark, a similar debate led *inter alia* to a political agreement on strengthening the culture and experience economy as from 2007. A direct result of this was the creation, in 2008, of the Centre for Culture and Experience Economy, with the aim of improving the conditions for growth through better interaction between business and cultural life, including the strengthening the business competency of cultural entities. The Centre's job is also to gather and generate new knowledge relating to how experiences can be utilised in practice.

On the subject of copyright, the European Affairs Committee and the Culture Committee emphasise the importance they both attach to retaining the agreement model as the fundamental starting point for regulation in this area.

The European Affairs Committee and the Culture Committee furthermore consider it important to focus on piracy, also at EU level, as this is a serious problem and a source of major losses of resources for the CCIs.

The European Affairs Committee and the Culture Committee are of the opinion that there are various challenges on which it is necessary to focus with a view to releasing the CCIs' potential.

The challenges are to establish a space for a new creative entrepreneurial culture which:

1. ensures it is possible to develop materials and ideas in laboratories — with culture as the raw material;
2. encourages new creative angles to familiar materials and ideas in environments which favour venture;
3. provides the necessary place for reflection together with research and education establishments;
4. ensures that entrepreneurs and partnerships can be assessed in a qualified manner;
5. ensures learning environments with good teachers, where it is possible to work for a longer period of time with the same cultural materials and knowledge;
6. ensures an optimum start-up environment for creative undertakings, with support functions in the basic entrepreneurial subject areas (economics, accounting, budgeting, marketing, etc.); and
7. ensures royalty payments to creative environments in a digital world.

Anne-Marie Meldgaard
Chair, European Affairs Committee

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Chair, Culture Committee