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IMPORTANT NOTE

The information in this brochure is taken from a broader study, produced by Bernard Brunhes International (BBI, www.bb-international.eu) under the contract “Reporting on ESF interventions in the EU”. The background report “The European Social Fund: Culture and Tourism” was drafted by Renger Afman and Livia Di Nardo with the collaboration of João Nunes. It is available in English at http://ec.europa.eu/esf.
Europeans share a common cultural heritage, which is the result of centuries of creativity, migratory flows and exchanges. They also enjoy and value a rich cultural and linguistic diversity, which has inspired many countries across the world. In today’s Europe, cultural exchanges are as lively and vibrant as ever. Cultural activities and the demand for cultural goods are spreading, with unprecedented access thanks to the new communication technologies. At regional level, culture plays a special role in developing the social potential and it has a specific economic significance. This does not only concern the cultural activities themselves but also their influence on economic development in general.

Cultural industries are characterised by high levels of innovation and creativity. Various sectors of cultural industries, where small and medium-sized enterprises are prevalent, have considerable employment potential and they are well rooted in their local communities and regional networks. The richness of culture is expressed in its great variety of domains: monumental, artistic and intangible heritage; archives and libraries; books and press; architecture; performing arts; visual arts and audiovisual/multimedia; and often including the broadcasting industry and internet publishing.

Tourism not only enhances cultural exchange and understanding, but also has wide economic, social, environmental and educational impacts. It involves a great diversity of services, professions, and enterprises such as hotels, restaurants, cafes, travel agencies, car rental companies, airlines, railway companies, etc., which are linked to many other economic activities. Cultural tourism comes together with cultural activities, the development of cultural sites and the preservation of historical heritage.

Together, culture and tourism employ 6-7% of the workers in the EU, whereas the spin-off from tourism in particular to other sectors counts for the employment of another 5-8% of the labour force. In some regions tourism is the most important sector in economic and social terms.
The European Social Fund in a Nutshell

The European Social Fund is devoted to promoting employment in the EU. It helps Member States make Europe’s workforce and companies better equipped to face new and global challenges. It co-finances interventions supported by national public and private funds. The ESF strategy and budget is negotiated and decided between the EU Member States represented in the Council of the European Union, the European Parliament and the European Commission. On this basis, seven-year Operational Programmes (OPs) are planned by Member States and approved by the European Commission.

Operational Programmes 2000-2006: total expenditure claimed (in € million) per Member State (situation on 2 September 2008)

<table>
<thead>
<tr>
<th>Member State</th>
<th>Expenditure</th>
<th>Member State</th>
<th>Expenditure</th>
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</tr>
<tr>
<td>Italy</td>
<td>12,909</td>
<td></td>
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</tr>
</tbody>
</table>

The above interventions and expenditure do not cover the EQUAL Community Initiative which was also funded by the ESF in 2000-2006.
ESF Facts and Figures

Most information in this brochure relates to the period 2000-2006. In 2000, the ESF was open to the then 15 EU Member States. Additional programmes started in 2004 to accommodate the priorities of 10 new Member States. A few figures to illustrate the size of the ESF interventions:

**ESF 2000-2006**

- Over 200 OPs together spent a total of €105 billion (until September 2008): just over half (€54 billion) was paid for by the ESF, while the difference was invested by the public (€45 billion) and private (€6 billion) sectors in the Member States.
- More than 75 million people benefited directly from ESF activities. This corresponds to 24% of the total population between 16 and 64 years in the EU.
- The ESF is committed to equal opportunities. Overall, the involvement in ESF was balanced: 52% of the participants were women and 48% men.
- ESF helps prepare young people to find suitable work: 37% of all participants were between 16 and 25 years old.
- ESF supports initiatives to keep people in the labour market, in particular when workers are getting older: seven percent of ESF participants were over 55 years old.
- Overall, 54% of ESF participants were unemployed, 38% were employed and 8% were inactive, i.e. not readily available to get and stay in a job.
- Evaluations and monitoring data show that between 40 to 80% (approximately half on average) of the unemployed participants found employment within 12 months of completing an intervention.

**ESF 2007-2013**

- Preliminary data available on the current programmes show that 18 million people have already benefited from ESF supported interventions in 2007, 2008 and 2009.
- 17% of these participants belong to vulnerable groups, such as migrants, minorities, people with disabilities, Roma, former convicts, etc.
The European Agenda for Culture...

The importance of the European culture in its diversity has always been a matter of high interest for the European Union. The freedom of movement provided for by the EU Treaty has greatly facilitated cultural exchange and dialogue across borders. World-wide, the promotion of cultural diversity and intercultural dialogue has become a major priority in a global order based on mutual understanding and respect for shared values.

Art. 151 of the EU Treaty is dedicated to culture. In line with it, the European Commission has committed to promote cultural diversity and intercultural dialogue, to support culture as a catalyst for creativity in the framework of the Lisbon Strategy for growth and jobs, and to lay culture as a vital element in the Union’s international relations.

As culture primarily falls under the responsibility of the Member States, action at EU level is undertaken in full respect of the principle of subsidiarity, with the role of the EU being to support and complement the actions of the Member States. During the years several targeted programmes have been established such as Culture 2000 (which includes the European Capitals of Culture), Culture Programme 2007-2013 and the MEDIA programme, whereas culture forms a substantial element in other programmes such as Active Citizenship, Socrates and Leonardo da Vinci.

... and for Tourism

Economic, social and environmental sustainability, the effects of demographic changes on the way people organise their leisure time, and last but not least the position of Europe in the context of international tourism, are high on the European agenda. The Lisbon Strategy focuses the European Union’s efforts on the key tasks of delivering stronger, lasting growth and more and better jobs. The issue of sustainability and not only in economic terms, but also from social and environmental points of view, is very significant from this perspective: the sustainable development of tourism destinations should be closely linked to their natural environment, cultural distinctiveness, social interaction, security and wellbeing of local populations.
ESF’s Double Impact on Culture and Tourism

The ESF Regulations for the programming periods of 2000-2006 and 2007-2013 do not make reference to culture and tourism as a specific area of intervention. However a high number of measures or priority axes are relevant to culture and/or tourism, leading to projects in these fields. For instance, many culture and/or tourism projects have resulted from measures for active labour market participation or adaptability of workers and enterprises that do not specifically mention these sectors.

ESF has been used in other cases to support the activities of the European Regional Development Fund (ERDF). The ERDF promotes a productive environment and the competitiveness of enterprises, especially small and medium-sized enterprises, local economic development and employment, including in the fields of culture and tourism where these contribute to the creation of sustainable jobs. ESF has built upon these structural interventions with job- and people-oriented actions, and has contributed with capacity building activities, notably specialised training supporting the implementation of infrastructures in the culture and tourism sectors.

Insight:

ESF support to ERDF activities for culture in Italy

In the programming period 2000-2006, the ESF was used by some Objective 1 regions of Italy (Basilicata, Molise, Puglia, Sardegna and Sicilia) to boost human potential in the culture sector for the realisation of ERDF priorities. Some measures focused on capacity building for the preservation, enhancement and enjoyment of cultural heritage and cultural activities, and included a wide range of programming, management, monitoring and control activities. Other measures aimed at enhancing entrepreneurship and the capacity of organisations, associations and enterprises working in the sector. Overall € 54 million were invested in Puglia, Sardegna and Sicilia and over 3,000 people were trained.
142 measures within 80 Operational Programmes in 14 Member States included interventions related to culture, tourism or both.

The total claimed expenditure for these measures was € 8.2 billion, out of which over € 3 billion came from national private and public funding and € 5 billion from ESF. This sum represents the overall funding, not only for culture and tourism activities.

Out of the total 142 identified measures, 73 focused on culture, 27 on tourism, and 42 on both sectors. Their major lines of activity consisted of lifelong learning and education, adaptability and access to employment, especially in the tourism sector, and partnerships and networking in the cultural field.

Seven Member States implemented 20 measures directly and explicitly aimed at the culture and tourism sector, totalling an investment of € 295 million (€ 163 million ESF, € 132 million national and private funds).

Data available for these measures show that 61,000 were involved in activities in the field of culture, 24,000 participated in activities targeted at tourism and 11,500 in interventions for both sectors.

Member States such as Malta and Portugal, where culture and tourism are important sectors of national economies, foresaw activities on culture and tourism under interventions that represent 89% and respectively 40% of their overall ESF funds.
Although culture and tourism are not among the priority targets of ESF in the current programming period, several Operational Programmes foresee cultural activities, mainly in the new Member States.

For example in Latvia, the development of the capital city of Riga as a centre of excellence in business, research and culture is a cross-cutting theme throughout the country’s Operational Programme.

In Slovenia the development of cultural and tourism activities is seen as a way to support social inclusion by increasing the employability of vulnerable groups.

Tourism and culture development is crucial in Member States with a vast cultural heritage as Italy, Greece, France or Malta or in other countries where tourism has become a new potential sector as in Estonia or Romania.

**Culture and Tourism Projects as Best Practices**

Even though not mentioned explicitly in OPs, activities in the sectors of culture and tourism have been and are addressed through individual projects. Overall, in both programming periods, 175 projects in 11 Member States dealing with culture and 354 projects in 17 Member States dealing with tourism have been identified as ‘best practices’ by the ESF National and Regional Managing Authorities.

Activities benefiting culture and tourism have been implemented in all priority areas of ESF. It is noteworthy though that the highest number of interventions concerning culture were developed under the umbrella of partnership and networking, while the initiatives related to tourism mainly focused on improving the adaptability of workers and enterprises.
ESF for Tourism, Culture and the Environment

ESF has supported the development of educational programmes and training actions, the adaptability of workers and enterprises and job creation in the tourism sector. Other measures focused on culture. In Finland two measures were dedicated to supporting and promoting the culture of minority groups. In Greece and Portugal ESF funded continuous vocational training and activities promoting employment in culture and the handicraft sector. In Italy the ESF has been used to support ERDF funded priorities to make the most of various regions’ cultural resources.

A number of measures focused on both sectors, culture as well as tourism. In Germany and other countries measures were dedicated to supporting unemployed people in finding jobs through qualification and individual pathways into work in the field of culture and/or tourism.

In many cases, programmes for culture and tourism also had a strong environment component. A measure in South Finland was dedicated to the development of know-how and skills in the culture and environmental sectors, with the intention of integrating culture into tourism strategies and increasing the attractiveness of smaller towns in the region. Eco and rural tourism are the focus of several projects in the current programming period 2007-2013 aimed at unemployed people or persons from vulnerable groups, such as in Finland, France, Hungary, Italy, Romania and Slovakia.

Insight:

NGOs – active players in culture, tourism and environment in Greece

One measure in the Greek national OP Employment Promotion and Vocational Training (2000-2006) made a contribution to improving competences of NGOs and people working in culture, tourism and environment protection, three sectors deemed as crucial for the Greek economy. During seven years of implementation, almost 11,000 people participated in activities co-funded under this measure; 2,400 of them also took part in an internship at the end of the training and almost 1,000 new jobs were created. For the period 2007-2013, a follow-up was initiated through a training programme for unemployed in the tourism sector, with a total budget of € 45 million. Participants who finish the programme successfully will be employed.
Projects in the field of tourism were mainly implemented in Member States where this sector represents a major source of income for local economies such as Italy, Greece, France and Cyprus and in Member States that have started to focus on tourism as a new source of income such as Romania, Slovakia and Estonia.

**Insight:**

"Tourism awareness and training programme" in Estonia

The programme aims at increasing the competitiveness of the tourism sector, by introducing the principles of environment-friendly tourism, by raising awareness of tourism operators in the field of quality management and offering more training opportunities in the tourism sector. The programme involves the application of a system of environmental friendly working (according to the ‘Green Key’ label), training activities in quality management as well as in marketing. The partners of the programme are several non profit and other organisations operating in the tourism sector. The programme started in 2008 under the National Estonian OP 2007-2013 and has an overall budget of € 2.7 million.

**Improving Skills and Adaptability of Workers**

ESF co-funded 29 measures in 8 Member States to support activities promoting employment and training in the fields of culture and tourism between 2000 and 2006. 11 Member States carried out projects to sustain the adaptability of workers and companies and to advance more innovative and productive ways of working in the field of culture and tourism. This included, for instance, upgrading low-skilled workers in the art and cultural sector in a project in the Netherlands or the professionalization of artists at administrative level, as part of a dance programme in Luxembourg.
Support to employment and social inclusion is one of the key goals of ESF. In the 2000-2006 programming period several measures and many projects involving the tourism and culture sector were targeted at improving employability, at creating employment and at facilitating the integration of people at risk of exclusion in the labour market. Cultural activities were also used as an instrument to exchange experiences between people of different origins and nationalities, thus serving as a tool for integration and mutual understanding. Overall in 2000-2006, 42 measures related to culture and tourism in 14 Member States had a focus on social inclusion and employment of people excluded from the labour market.

A number of programmes focused on people with disabilities, e.g. in France and in Malta, the latter implementing a train the trainers’ programme leading to the creation and delivery of vocational training courses in several fields for persons with an intellectual disability. Examples of action targeting young vulnerable people are available in numerous countries. Cultural projects in Hungary, Belgium and Bulgaria paid particular attention to this group, and stimulated young artists to perform in cultural manifestations. The social inclusion of ethnic minorities and migrants was at the core of several initiatives such as in Finland and Sweden concerning the Sámi.

Insight: ESF helps promote the culture of minorities. The Sámi in Finland

The status of the Sámi as an indigenous people was recognised in the Finnish Constitution in 1995. They have the right to maintain and develop their own language, culture and traditional livelihood. The total Sámi population is estimated to be over 75,000 people, of which the majority lives in Norway and around 9,000 in Finland. In the 2000-2006 period three measures in the North Finland Operational Programme supported the Sami people and their culture. Courses focused on teaching the Sami language to non Sami people to raise awareness on the life and history of this community. Overall 48,000 persons benefited from these measures although it is not possible to estimate how many of them were of Sami origin. The total budget was € 100 million, of which € 40 million ESF funds and € 60 national funds.
Promotion of Cultural Heritage and Handicrafts

Improving qualifications and creating employment opportunities in culture and tourism can help regions to preserve and develop local cultural areas. In the 2000-2006 programming period 26 measures in 10 Member States comprised activities to create jobs and build expertise in the field of cultural heritage. These interventions were mainly implemented in Member States with an important cultural heritage where tourism is one of the most important sectors of the economy, notably Spain, Greece, Italy and Portugal.

In 2000-2006, ESF provided assistance to various areas undergoing social and economic changes to move from an industrial economy to a service economy. Typical fields of training for workers were restoration and preservation skills. In other areas ESF supported training activities mainly aimed at the unemployed and women from vulnerable groups, to enhance skills and productivity in making handicraft products.

Insight:

Developing handicraft and cultural, natural and cities’ heritage in Portugal

In 2000-2006 a measure in National Portuguese OP on Employment, Training and Social Development was aimed at promoting handicraft and at enhancing cultural, natural and cities’ heritage through boosting employment and qualifications in this sector. This was achieved through training activities for unemployed as well as by improving skills of people already employed in these sectors. Training activities were complemented with promotional and marketing activities for handicraft products including the organisation of fairs and exhibitions as well as guidance and consulting services. Overall € 3.5 million were spent and 2,500 people were trained in 2 years of implementation.
## European Social Fund 2007-2013: Investing in People

In the current programming period of 2007-2013, the ESF has a budget of € 76 billion to co-finance 117 Operational Programmes in all 27 Member States. National public and private funds amount to a further € 41 billion. The interventions supported are in the fields of:

(i) adaptability of workers and enterprises;
(ii) access to employment and inclusion in the labour market;
(iii) social inclusion of disadvantaged people;
(iv) reform in education and training systems;
(v) good governance, partnership and the involvement of social partners.

The map shows that ESF supports activities across all 27 Member States under two Objectives. Additional priorities in the so-called Convergence regions are:

(i) lifelong learning and research and innovation;
(ii) capacity building of public administrations and services.

### Operational Programmes 2007-2013: total budget (in € million) per Member State

<table>
<thead>
<tr>
<th>Member State</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>1,184</td>
</tr>
<tr>
<td>Belgium</td>
<td>2,320</td>
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<td>The Netherlands</td>
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<td>United Kingdom</td>
<td>8,598</td>
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</table>
The level of ESF funding differs from one region to another depending on their relative wealth. EU regions are divided into four categories, based on their regional GDP per head compared to the EU average (EU with 27 or 15 Member States).

- **Convergence regions**: with a GDP per head of less than 75% of the EU-27 average
- **Phasing-out regions**: with a GDP per head of more than 75% of the EU-27 average but less than 75% of the EU-15 average
- **Phasing-in regions**: with a GDP per head of less than 75% of the EU-15 average (in the period 2000-2006) but more than 75% of the EU-15 average (in the period 2007-2013)
- **Competitiveness and employment regions**: applies to all other EU regions
What ESF does for you

**ESF:** active labour market policies and public employment services

**ESF:** adaptability of enterprises and continuing training of workers

**ESF:** developing human potential in research and innovation

**ESF** and labour mobility

**ESF:** education and lifelong learning

**ESF:** women, gender mainstreaming and reconciliation of work and private life

**ESF** and Roma

**ESF:** sustainable development and eco-technologies

**ESF:** migrants and minorities

**ESF:** urban areas and local employment

**ESF** and older workers

**ESF** and health

**ESF** and entrepreneurship

**ESF** and young people

**ESF** and disability

**ESF** and institutional capacity

**ESF** and social inclusion

**ESF** and equality mainstreaming

**ESF** and social partners

**ESF** support to building partnerships

**ESF:** culture and tourism

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