



# PACT for SKILLS

## Report from the roundtable

### **Pact for Skills for the cultural and creative industries (CCI) ecosystem – Roundtable with Commissioners Schmit, Gabriel and Breton**

The Roundtable on the Pact for Skills for the CCI ecosystem held by Commissioners Schmit, Gabriel and Breton on 12 April 2021 belongs to a series of sectoral roundtables with representatives from the 14 strategic ecosystems of the European economy. The Roundtables foster stakeholder involvement under the Pact and shape the sectoral Pacts adapted to the specific needs of each ecosystem.

The Roundtable on CCIs brought together representatives from the music, audiovisual, museums, publishing, performance and other cultural and creative sectors. The diversity of the CCI ecosystem was reflected also in the fact that the speakers included: CEOs of some of the biggest European CCI companies, founders of successful start-ups, educational and research organisations, a museum, a creative hub (freelancers) and social partners. The participants discussed with the Commissioners the needs of their sectors regarding skills. They also presented their initiatives in the area of upskilling and reskilling and reflected on what else they could contribute to in the framework of the Pact.

The Roundtable shed light on several areas where upskilling and reskilling are urgently needed in this ecosystem, especially since many cultural and creative professionals were forced to inactivity due to COVID-19 related lockdowns, putting their skill sets at risk.

The social partners and several individual organisations mentioned the need for studies **mapping** the market scale and skills needs in the CCIs. Currently, the social partners operate – with the support of the EC – a dedicated platform, Creative Skills Europe, involving many private and public stakeholders and are engaged in activities such as sharing of good practice on skills. But there is space for gathering more market intelligence for measurement and diagnosis of the skills gaps. Market data gathering is extremely important in this ecosystem as it is characterised by a very high level of fragmentation, which makes it hard for individual stakeholders to see themselves as part of a bigger picture.

Speakers across the board mentioned the trend of changing work patterns for cultural and creative professionals – from isolated individual work to working in **interdisciplinary teams**. Collaboration on different levels and the scaling up is visible in diverse creative activities such as journalism, broadcasting and experimental arts. Collaborative skills will become key in the future as more and more creation becomes based on data, requiring its knowledgeable sharing and management.

Many speakers underlined the need for creative institutions, companies and professionals to acquire a wide range of skills. In particular, due to the digital shift in the economy, companies and employees working in CCIs need not only more creative, cross-sectoral and wider digital skills, but also specific **technological skills** in addition to strong skills in mathematics and logical competences. Creatives are needed by tech companies to ensure human-centric design, and hence are often employed as consultants from early stages on for product/service development. At the same time, creative companies need polyvalent employees which are able to use and often also develop specialist software and interdisciplinary teams developing products together, from the early stages of design onwards. Artists became very important consultants for the tech industry, but their cross-sectoral skills are mostly auto-didactic. More formal training of arts and tech at university-level and below is needed. More creative people are needed, but they need to be trained. Creative talents will flourish best when they are teamed up with mastering technical skills, resulting in new Leonardo da Vinci-type creators.

Europe's leading CCI companies often struggle to find experienced professionals. They

would hugely benefit from the growth of the pool of leading tech companies in Europe, as this would allow for an increased multidirectional flow of employees with varied experiences. It is of utmost importance for all CCIs that **Europe is an attractive global destination for talent** both in tech and in cultural and creative skills. Currently, especially the audiovisual sector is burgeoning creating very tough global competition for top creative talent. It is an opportunity not to be missed to present European narratives. A good example of response to this challenge is the developing public-private partnership for an education and on-the-job training hub with global-wide appeal for filmmakers in the Madrid area.

Several industry representatives pointed out that European CCIs need to deepen the skills pool and skills quality also on the managerial side. **Managerial skills** are indispensable in translating creativity into viable commercial activity. For example in the music industry, despite of many highly talented European creators with market potential, there is a need for more excellence concerning the business of streaming/ tech/ product/marketing/copyright and digital.

Finally, participants agreed that skills specific to CCIs are not only for from this ecosystem. European audiences should improve in media literacy competences, and workers and entrepreneurs in all sectors of the economy should be equipped with the necessary skills to be able to **creatively solve problems**. CCIs have unique assets to support the educational sector – through developing a creative mindset and also through properly designing new flexible educational tools, also including serious gamig and video games.

Participants showed a keen interest in developing cooperation towards upskilling workforce in this very fragmented ecosystem. The three Commissioners assured their full dedication to assisting the CCIs' stakeholders in their endeavours, presented the different European initiatives, such as the Digital Education Action Plan 2021-2027, and funding options available under key EU programmes such as Creative Europe, Erasmus+, Horizon Europe and others, together with regulatory efforts to strengthen CCIs' competitive position. The Commissioners particularly stressed the importance of leveraging opportunities linked to a wide set of ongoing EU skills-related instruments and actions, namely:

- The new EIT Knowledge and Innovation Community (KIC), in the field of Cultural and Creative Sectors and Industries (CCSI), whose aim is to go beyond the simple funding to start-ups and SMEs in order to strengthen ecosystems and therefore innovation;
- the Marie Skłodowska-Curie Actions (MSCA), which play a key role in training highly-skilled researchers, making them able to work across sectors and disciplines, and empowering them with transferable skills towards enhanced employability and career prospects leading to nurture

the skills partnerships that will be built;

- the European Universities' alliances, including a thematic focus on CCIs, offering the potential to transform higher education in the respective fields and to boost their innovation capacity through the creation of new ecosystems, business models, market orientations and expansion of the entrepreneurial mind-set.

The roundtable will be followed by a meeting on the CCI-specific Pact for Skills. By joining the Pact, stakeholders will get access to networking, knowledge, guidance through the Pact for Skills Support Services regarding quality upskilling and reskilling. Concrete industry commitment will be crucial for the success of the Pact, as well as deeper interaction between academia and the private sector to foster new partnerships.