

The Platform on the Potential of Cultural and Creative industries invites you to a

*One-day workshop on how to enhance the support of the EU Structural Funds
to the cultural and creative industries*

CIVA, Brussels, 17 February 2011, 10 a.m. – 5 p.m.

The Cultural Industries Stakeholders' platform - set up in the context of the structured dialogue with civil society - aims at unlocking the potential of the European cultural and creative industries, in particular SMEs. Composed by nearly 40 European organisations, it represents hundreds of thousands of cultural and creative actors from different fields.

After the publication of a first set of recommendations in September 2009, the Platform has now launched a series of workshops with the objective of deepening the recommendations of the Platform, of opening up spaces of dialogue and exchange with EU policymakers and other key stakeholders, and of feeding in the development of current and future European policy frameworks and instruments.

This workshop has been prepared by volunteer member organisations of the Platform¹. It has been conceived as an **informal gathering of key stakeholders** in the field of the participation of cultural and creative industries to local and regional development. The format and programme will rely upon the active participation of the members of the Platform, their own members, and key external guests.

The objectives of the day are threefold:

- 1) **sharing information and expertise** on the current use of the Structural Funds by and for actors of the cultural and creative sectors, of the needs and expectations of operators on the ground, and of the current and future EU political perspectives for the cultural and creative industries in the context of the EU cohesion policy;
- 2) **opening up a space of dialogue and joint reflection** between actors of the cultural and creative fields, and policymakers at EU, national, regional and local levels on the use of EU regional development funds;
- 3) **formulating strategic and pragmatic recommendations** on ways to enhance the contribution of the cultural and creative industries to the objective of the EU regional development policies.

The day will consist of **an open meeting in the morning** between members of the platforms, and their members, experienced regional development projects leaders, and key invited guests from EU institutions, and national and regional representations.

The **afternoon** will be **for members of the Platforms only**, with the aim of drafting targeted recommendations, and preparing a strategic agenda of actions for the upcoming months.

This workshop has been prepared with no operational budget thanks to the energy of Platforms' members, and the kind hosting of CIVA (Centre International pour la Ville, l'Architecture et le Paysage). Travel costs to Brussels cannot be covered.

¹ The European Forum for Architectural Policies, the European Theatre Convention, Culture Action Europe and the European Film Companies Alliance

Background information

Since 2007 and the publication of the *'European Agenda for Culture in a globalising world'*, the recognition of the contribution of the cultural and creative sectors to European economic and social development has been reaffirmed repeatedly in numerous EU documents, studies, and initiatives². In economic terms, analysis has established that the cultural and creative sectors account for 2.6% of EU GDP, that the sector was growing 12% more rapidly than the general economy³, and that creative entrepreneurs and a vibrant cultural industry are a unique source of innovation for the future. Many case studies have also demonstrated the role of culture-based activities in social and territorial cohesion (urban, rural and crossborder), education, skills development, participatory governance, etc.

The Structural Funds, targeted to improve the attractiveness of Member States, regions and cities, to encourage innovation, entrepreneurship and the growth of the knowledge economy, and to create more and better jobs, are the most important EU tools in the field of economic and social development. It is estimated that out of the 347 billion EUR budget over the period 2007 – 2013, 6 billion EUR are dedicated to culture based programmes⁴ (representing 1,7% of the Structural Funds).

However, till this day, the economic and social contribution of culture-based activities remains under-valued in the EU cohesion policy framework. and by a large majority of policymakers.

Part of the explanation is a failure in communication and advocacy, as effort needs to be made to improve the exchange between the culture community and those responsible for economic and social development at all levels. Another important element is the deepening of the understanding around the multifaceted potential of the cultural and creative sectors in local and regional development, as well as of a proper taking into account of their needs to properly engage with those local and regional development policy frameworks and funding opportunities.

In addition to the use of culture-based infrastructures and activities to promote tourism and the development of the attractiveness of territories, the role of cultural and creative actors in the fields of innovation, the knowledge economy, employment policies, social cohesion, and democratic governance, to name only a few, have to be better understood, and valued. Their needs in terms of business environment, professional training, the development of networks and partnerships, their transversal contribution to territorial development, etc. have also to be better adressed.

The workshop will take stock of all key institutional statements and studies published to date, and push the reflection a step further in order to elaborate on the role and needs of the cultural and creative actors in regional development frameworks.

Key reference documents:

[European agenda for culture in a globalizing world](#), 2007

[Recommendations of the Platform on the Potential of the Cultural and Creative industries](#), 2009
[Study on the contribution of culture to local and regional development – Evidence from the Structural Funds](#), 2010

² See reading list below

³ KEA, The Economy of Culture in Europe, Study prepared for the European Commission – DG Education and Culture, 2006

⁴ This does not include cultural contributions to projects classified under other objectives.

Programme of the workshop
17 February 2011 at CIVA, Brussels

- 10:00 Welcome and introduction to the proceedings of the day
- 10:15 Presentation of the EC commissioned study by DG EAC (*tbc*)
- 10:35 Q&A session on the study
- 11:15 *Break*
- 11:35 Exchange session on the role of the cultural and creative industries in local and regional development, and on the obstacles to their full participation in projects funded by the EU cohesion policy
- 13:00 – 14:30 Free lunch break
- Afternoon session for Platform members (and members of the members) only*
- 14:30 -16:00 Parallel working groups – drafting of recommendations
- 16:00 – 17:00 Presentation of the working groups results – conclusions and next steps

To register, please send an email before Monday 7 February 2011 to: efap@efap-fepa.eu - precising if you are a member of the Platform, a member of a member of the Platform, or an external guest. All relevant logistical information will be sent to you closer to the event.