



## Europe Note

<b>Europe note number:</b>	<b>Distribution</b>	<b>Contact</b>
E-2010-07	Vice-Chancellors; European and International Officers; European Coordinating Group; GuildHE; Bologna Experts	Callista Punch Tel: 0207 419 5421 Email: <a href="mailto:callista.punch@europeunit.ac.uk">callista.punch@europeunit.ac.uk</a>
<b>Date:</b>	<b>Keywords</b>	<b>Action</b>
24 June 2010	Cultural and creative industries (CCIs); innovation; intellectual property	Respond to consultation, copying in the Europe Unit

## European Commission consultation on unlocking the potential of cultural and creative industries

### Introduction

1. The European Commission has launched a public consultation on unlocking the potential of cultural and creative industries (CCIs). The consultation is part of a drive to harness the potential of culture as a catalyst of creativity and innovation in the context of the overarching EU 2020 strategy<sup>1</sup>, and is contained within the Commission's recently published Green Paper *Unlocking the Potential of Cultural and Creative Industries*<sup>2</sup>.
2. UK HEIs are encouraged to respond to the Consultation to ensure that the UK HE sector's views on the cultural and creative industries in Europe are fully voiced. The Europe Unit is also coordinating a UK HE sector response and would be grateful to receive a copy of your submission to inform this. The deadline for responses to the Consultation is 30 July 2010. However, for the sector-wide response, it would be helpful, where possible, to receive a copy of your submission by 23 July 2010. Please email your submission to [callista.punch@europeunit.ac.uk](mailto:callista.punch@europeunit.ac.uk).

<sup>1</sup> To view the EU 2020 Strategy, visit [http://ec.europa.eu/eu2020/index\\_en.htm](http://ec.europa.eu/eu2020/index_en.htm)

<sup>2</sup> To view the Green Paper, visit [http://ec.europa.eu/culture/our-policy-development/doc2577\\_en.htm](http://ec.europa.eu/culture/our-policy-development/doc2577_en.htm)

### **Context and supporting documents**

3. The aim of the Green Paper and ensuing public consultation<sup>3</sup> is to increase the capacity of the creative industries to experiment, innovate and succeed as entrepreneurs, to provide easier access to funding, and to help the CCIs to develop in their local and regional environment, with the view to strengthening global presence and mobility.
4. The Green Paper defines CCIs as “those industries producing and distributing goods or services which at the time they are developed are considered to have a specific attribute, use or purpose which embodies or conveys cultural expressions, irrespective of the commercial value they may have. Besides the traditional arts sectors (performing arts, visual arts, cultural heritage – including the public sector), they include film, DVD and video, television and radio, video games, new media, music, books and press”
5. The Council of the European Union has for some time been highlighting the need to strengthen the link between education, training and CCIs, and has called for better synergies between the cultural sector and other sectors of the economy. A previous Council Conclusion<sup>4</sup> identified education and training as one of the areas where the full potential for synergies with CCIs has yet to be tapped. It pointed out that cultural and heritage studies and training schemes could provide managerial, business and entrepreneurial training capacities specifically tailored for professionals in the cultural and creative industries, and that the cultural dimension in economics and business studies could easily be strengthened. It tasked the European Commission to promote contacts and cooperation between the creative sector and the business world, and to promote synergies between culture and education to develop creative skills.
6. With the EU’s ‘Innovation Union’<sup>5</sup> flagship initiative relying heavily on the skills and creativity of its citizens, the role of CCIs as a catalyst for innovation and structural change is increasingly perceived by the EU as a crucial one. In this respect, it is expected that specific attention will be paid to promoting entrepreneurship, access to finance, to improve framework conditions and foresight, to identify research and skills needs, to develop new cluster concepts and better business and innovation support. A key aim of the consultation is to accelerate the positive spill-over effects that CCIs can produce on the wider economy and society.
7. The Commission’s Strategy on Intellectual Property<sup>6</sup> is another area of current EU policy which relates directly to CCIs. The focus here is on the use and management of rights, looking for a balance between the necessary protection and sustainability of creativity and the need to foster the development of new services and business models.

---

<sup>3</sup> To view information from the Commission on the public consultation, visit [http://ec.europa.eu/culture/our-policy-development/doc2577\\_en.htm](http://ec.europa.eu/culture/our-policy-development/doc2577_en.htm)

<sup>4</sup> To view the Council Conclusion, visit [http://www.consilium.europa.eu/ueDocs/cms\\_Data/docs/pressData/en/educ/94291.pdf](http://www.consilium.europa.eu/ueDocs/cms_Data/docs/pressData/en/educ/94291.pdf)

<sup>5</sup> For a video link to the European Commissioner for research and Innovation speaking about the Innovation Union, visit [http://ec.europa.eu/commission\\_2010-2014/geoghegan-quinn/index\\_en.htm](http://ec.europa.eu/commission_2010-2014/geoghegan-quinn/index_en.htm)

<sup>6</sup> To view the Commission’s Communication on Intellectual Property in the Knowledge Economy, visit [http://ec.europa.eu/internal\\_market/copyright/docs/copyright-info/20091019\\_532\\_en.pdf](http://ec.europa.eu/internal_market/copyright/docs/copyright-info/20091019_532_en.pdf)

## **The Consultation**

8. The objective of the consultation is to gather views on the range of issues impacting the cultural and creative industries in Europe, from the business environment to the need to open up a common European space for culture, and from capacity building to skills development and promotion of European creative people and industries on the world stage. Responses to the consultation will assist the Commission in ensuring that EU programmes and policies involving cultural and creative industries are fit for purpose.
9. The Commission has identified a number of specific points around which responses to the consultation should be structured. These are organised under the following three themes:

### **Putting in place the right enablers**

#### *New spaces for experimentation, innovation and entrepreneurship in the cultural and creative sector*

- How to create more spaces and better support for experimentation, innovation and entrepreneurship in the CCIs. More particularly, how to increase access to information and communication technology (ICT) services in/for cultural and creative activities and improve the use of their cultural content. How could ICTs become a driver of new business models for some CCIs?

#### *Better matching to the skills needs of CCIs*

- How to foster art and design schools/business partnerships as a way to promote incubation, start-ups and entrepreneurship, as well as e-skills development.
- How could peer-coaching in the CCIs be encouraged at the level of the European Union?

#### *Access to funding*

- How to stimulate private investment and improve CCIs access to finance. Is there added value for financial instruments at the EU level to support and complement efforts made at national and regional levels? If yes, how might this be achieved?
- How to improve the investment readiness of CCI companies. Which specific measures could be taken and at which level (regional, national, European)?

### **Local and regional development as a launch-pad for global success**

#### *Local and regional dimension*

- How to strengthen the integration of CCIs into strategic regional/local development. Which tools and which partnerships are needed for an integrated approach?

#### *Mobility and the circulation of cultural and creative works*

- What new instruments should be mobilised to promote cultural diversity through the mobility of cultural and creative works, artists and cultural practitioners within the European Union and beyond? To which extent could virtual mobility and online access contribute to these objectives?

#### *Cultural exchanges and international trade*

- Which tools should be foreseen or reinforced at EU level to promote cooperation, exchanges and trade between the EU CCIs and third countries?

### **Towards a creative economy: the spillovers of CCIs**

- How to accelerate the spill-over effects of CCIs on other industries and society at large. How can effective mechanisms for such knowledge diffusion be developed and implemented?
- How can "creative partnerships" be promoted between CCIs and education institutions /businesses / administrations?
- How to support the better use of existing intermediaries and the development of a variety of intermediaries acting as an interface between artistic and creative communities and CCIs on the one hand, and education institutions / businesses and administrations, on the other hand.

### **Responding to the consultation**

10. The UK HE Europe Unit urges UK HEIs and other stakeholders to respond to the Consultation. HEIs and stakeholder organisations are asked to copy any responses to the UK HE Europe Unit or to inform the Unit of any comments for incorporation into the UK HE sector-wide response.
11. Responses to the consultation should be submitted online through the Commission's website at [http://ec.europa.eu/culture/our-policy-development/doc2577\\_en.htm](http://ec.europa.eu/culture/our-policy-development/doc2577_en.htm). The Commission deadline for the submission of responses is 30 July 2010.
12. However the Europe Unit would be grateful, where possible, to receive a copy of your submission by 23 July 2010. Please email your submission to [callista.punch@europeunit.ac.uk](mailto:callista.punch@europeunit.ac.uk).

**Copyright:** Copyright in this paper, and any or all of its attachments unless stated otherwise, is vested in the Europe Unit. This paper has been provided to members of the European Coordinating Group. Persons in receipt of it at stakeholder organisations of the Europe Unit may copy it in whole or in part solely for use within their organisation.