Communication
"Cultural and creative sectors for growth and jobs in the EU"
Definition of cultural and creative sectors

- Sectors with activities based on cultural values and/or on artistic and creative expressions

- Architecture, archives and libraries, artistic crafts, audiovisual, cultural heritage, design, festivals, music, performing and visual arts, publishing and radio
Important sectors of the EU economy

• A dynamic sector
  ▪ Between 3.3 and 4.5 % of EU GDP
  ▪ Between 3 and 3.8 % of total employment in the EU = up to 8 million jobs

• Producing **spill-overs** in terms of skills enhancement, increased innovation, urban generation, positive image building on the world scene etc.
Challenges

• Digital shift and globalisation
• High level of market fragmentation
• Difficulty in accessing finance to adapt to a changing environment
• Insufficient connections between sectors

Hence the need for action to unlock an untapped potential!
A call for a new governance approach

- A **multi-layered strategy**: from the local, regional, national level up to the European level
- A "holistic" approach, **going beyond** culture policy (industry, education, tourism...)
- An inclusive approach, to ensure **ownership** by all relevant public and private stakeholders
The role of Member States (and regions)

• Focus on five key policy drivers to set up generic or specific tools:
  – Addressing skills needs
  – Facilitating access to finance
  – Enlarging the market place
  – Expanding international reach
  – Reinforcing co-operation with other sectors and policies
Added value for action at EU level

• Promote the right regulatory environment

• Facilitate exchanges between Member States

• Support through the next EU funding programmes

  ▪ Complementary initiatives along the five policy drivers