

Priorities, Programmes and
Conferences
in the field of Culture
dedicated to the German EU-
Presidency

Kurt Eichler
Kulturbetriebe Dortmund



Stadt Dortmund
Kulturbetriebe



Culture and Audiovisual Media



In accordance with the subsidiarity principle, the European Union's cultural promotion policy seeks to complement the cultural policies of the Member States. Article 151(4) of the EC Treaty requires that the European Union take cultural aspects into account in all of its activities. Its political actors are thus to ensure the "cultural compatibility" of all decisions taken.

The European Union also intends to improve the basic conditions of the cultural economy, so that this can realize its potential in terms of employment, competitiveness and growth. 2007 sees the launch of the programmes "Culture 2007" and "Europe for Citizens", which aim to intensify cultural exchange as well as promote town-twinning and active citizenship.

Preparations will also begin for the "Year of Intercultural Dialogue 2008":

http://europa.eu/pol/cult/index_en.htm

The field of audiovisual media is largely the responsibility of the individual Member States. Community regulations and guidelines are intended to aid the common internal market and ensure fair competition. One such example is the Television without Borders Directive, which the European Commission proposed for revision in December 2005:

http://europa.eu/pol/av/index_en.htm

I. The Education, Youth and Culture Council – Culture and Audiovisual Configuration

The Ministers of the EU Member States responsible for culture and the media will meet during the German Presidency at the Education, Youth and Culture Council in Brussels on 24-25 May 2007. Minister of State **Bernd Neumann**, the Federal Government Commissioner for Culture and the Media, will preside over the Council in its culture and audiovisual configuration.

II. Priorities of the German EU Council Presidency in the field of culture and the audiovisual media

II.1 Culture

Lisbon Strategy

One priority of the German EU Presidency in the first half of 2007 will be culture as a contributor to growth and employment within the framework of the [Lisbon Strategy](#) and in general the role of culture in Europe. A study presented by the European Commission has conclusively confirmed the economic significance of the cultural sector.

The German Council Presidency will build on the impetus generated by the Culture Ministers' debate at the Council Meeting of 13 November 2006. Further steps to strengthen the creative sector will be discussed at international conferences on the cultural industries in Berlin on 3-4 May 2007 and in Hamburg on 31 May – 1 June 2007.

Enhancing the role of culture in Europe

The Commission communication on the role of culture in Europe, expected early in 2007, will also be of key importance to the German Presidency. The communication will among other things examine cultural industries and Article 151 (4) of the EC Treaty, according to

which cultural aspects are to be taken into account in all EU policy areas. It will thus highlight the fact that culture is an interdisciplinary topic of relevance to other policy fields.

The new three-year work plan

Discussions on a new three-year work plan are expected to be launched during the German Presidency. This plan will set out the priorities for the Council's further work in the cultural field. It will follow on from the existing work plan, which covers five priority issues (Lisbon Strategy for growth and employment, digitization of Europe's cultural heritage, mobility of artists, mobility of art collections and the Culture Portal). The conclusions of the Commission communication on culture in Europe should also be fed into the work plan.

Establishment of common positions at international level

The **UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions** will enter into force during the first half of 2007. Given the potential impact of the liberalization of trade in services pursued by the WTO on the cultural sector, the Convention expressly reaffirms the Parties' sovereign right to formulate and implement their own cultural policies.

The EU Member States are parties to this Convention, as is the European Community. During the German Presidency, common positions will be elaborated for the constituent Conference of Parties in Paris in October 2007. An international conference entitled "**Cultural Diversity – Europe's Wealth. Bringing the UNESCO Convention to Life**" will also be held, at which we will discuss matters relating to the implementation of the Convention in Europe with civil society representatives.

Fostering a sense of common identity

A number of important instruments for EU cultural policy will enter into force with the start of the German Presidency. These include the **Culture Programme for 2007-2013**, which succeeds the Culture 2000 programme and promotes cultural networks and mobility in the cultural sector, as well as the programme "**Citizens for Europe**" (2007-2013) which promotes active European citizenship.

The programme for the Year of **Intercultural Dialogue in 2008**, which will highlight the diversity of European cultures, will be launched in 2007. Germany attaches great importance to these support programmes, since citizens who are actively involved in cultural projects are able to participate in a most palpable way in exchange and cooperation across national borders. And precisely this fosters a sense of shared European identity.

Improved procedures will also take effect in connection with "**European Capitals of Culture**". Essen (representing the Ruhr area) has been chosen as one of the Capitals of Culture for 2010, along with Pécs in Hungary and Istanbul in Turkey. Germany's preparations for an exciting programme of events are already in full swing.

EU cultural policy to complement national policies

The legal basis for EU cultural activities is **Article 151** of the EC Treaty. The European Union's cultural policy thus complements the national policies of the Member States in accordance with the principle of subsidiarity. It is of importance wherever it can support cross-border cooperation, exchange and networking and can provide European added value.

II.2 Audiovisual media

The revision of the Television without Frontiers Directive

The revision of the **Television without Frontiers Directive** will be a priority of the Council's work in the audiovisual field during the German Presidency. This Directive is a European legislative cornerstone and provides the legal basis for the free movement of broadcasting services in the European Union and promotes the development of a European market in broadcasting services and related activities (e.g. TV advertising and the production of audiovisual programmes).

The legal framework now needs modernizing to cover new transmission technologies for audiovisual media and to adapt to the changes these have brought to the industry. The European Parliament closely examined the draft Directive submitted by the European Commission at its first reading in December 2006 and proposed a number of amendments.

The discussions in the Council at present centre on issues such as the scope of the new directive, the country of origin principle, the directive's interaction with other European legislation (e.g. the E-Commerce Directive) and the new provisions on advertising, including product placement. Building on the consultations held during the Austrian and Finnish Presidencies, the German Presidency hopes to adopt a Council common position in May 2007.

The new programme **Media 2007** (for 2007-2013) will come into effect at the beginning of the German EU Council Presidency. It is designed to support the audiovisual sector in Europe.

III. Meetings-Conferences-Events

A series of high-level meetings and events will be held under the German EU Presidency.

- The Ministers for Culture and the Media will gather on the fringes of the Berlin Film Festival for an informal meeting on 12-13 February 2007.
- The Cultural Directors of the EU Member States will meet in Dresden from 9-12 May 2007.

It is especially important that civil society be involved in all the cultural policy issues that fall within Brussels' remit. Major international conferences organized in cooperation with public and private partners at EU, federal, regional and local level will be held on many of the key issues.

These include in particular cultural diversity, cultural identity, intercultural dialogue, the creative economy, cultural tourism, digitization and the archiving of cultural heritage, as well as the mobility of artists and collections and co- and self-regulation in the digital media. The Federal Government will host a Euro-Mediterranean Youth Parliament for young people from EU and Mediterranean countries under the auspices of the **Barcelona Process**.



Kulturpolitische Gesellschaft e.V.

**Fourth Federal Congress on Cultural Policy
Culture.Powers.Europe. - Europe.Powers.Culture
Berlin / Germany, 7-8 June 2007**

The Fourth Federal Congress on Cultural Policy will tackle the relationship between national and European cultural policy: What role does culture play in the process of European integration? How are European topics taken into account in the cultural policy of the Member States? Does Europe also need external representation as regards cultural policy?

The Congress will deal with the policy field and the "cultural construction site of Europe". A range of plenary sessions and forums will provide a platform for debating strategies of cultural policy and discussing concrete options, in order to optimise collaboration between creative workers in the cultural sphere and private and public players at the European level. The planned Communication of the Commission on "The Role of Culture in Europe" will also be up for discussion in this context.

Within the Congress 12 Forums will take place, e.g.:

Forum 11

**Round Table: Creating Networks - Pooling Interests.
Representation of Cultural Policy Interests in Europe**

A Europe of the citizens cannot be achieved by decree. And information campaigns, media reports and politicians' speeches alone are incapable of creating awareness of Europe. It is far more important to actively involve people in shaping Europe: if Europe as a process is accepted by its citizens, it is on the right track.

But what ideas and organisational forms are suitable for this purpose? Can classical-style associations do the job successfully? Can their organisational and political forms be transferred one-to-one to the European level?

At the national level, the cultural sphere is very much shaped by structures of civil society. But are these players prepared for the European challenge? Do they adequately formulate the interests of the arts and culture, and bring them into the political process? What particular difficulties are there, and what are the resultant demands on the associations and cultural policy?

Introduction by *Rupert Graf Strachwitz, Maecenata Institute, Berlin*

Panel:

Mary Ann DeVlieg, Informal European Theatre Meetings, Brussels, Ludwig Laher, European Council of Artists, Copenhagen, Antti Manninen, European Network of Cultural Centers, Helsinki, Angela Spizig, Les Rencontres, Cologne, Michael Williams, Eurocities Culture Forum, Brussels/Nottingham

Moderation: *Wolfgang Schneider, University of Hildesheim*

The Congress is being organised by the Kulturpolitische Gesellschaft and the Federal Agency for Civic Education, in cooperation with the Friedrich Ebert Foundation (Forum Berlin) and other partners. It is supported by the Federal Government's Commissioner for Cultural and Media Affairs, the Federal Foreign Office, the European Commission and the European Cultural Foundation. The congress is dedicated to the German EU Council Presidency 2007.

**Contact: Kulturpolitische Gesellschaft, Tel.: 0049-228-201670, post@kupoge.de
www.kupoge.de, www.kultur-macht-europa.eu**

4. Conference

culture
industries
 Berlin 2007

Culture Creative Industries in Europe - Coherent Policies in a Global World

European Conference in the Context of the German Council Presidency 2007

Berlin, Thursday 3 to Friday 4 May 2007

"The European cultural sector shows above-average growth rates and is of great importance for the labour market."

Ján Figel, European Commissioner for Culture, Brussels, 15 November 2006

Culture industries gain a new importance in the context of the Lisbon Agenda

The study "The Economy of Culture", presented by the European Commission in November 2006, will be the point of departure for the Conference on European Creative Industries. 5.8 million employees in the various arts sectors, e.g. literature, film, music, architecture, performing arts, visual arts, and dance and in the creative sectors like advertising, design and video games, accounted for a turnover of 654 million Euros in 2003. The study points out the heterogeneity of the culture industries, but also their shared sense of belonging to the cultural and creative sectors. Their high share in the Gross Domestic Product (GDP) of 2.6 per cent comes as a surprise even for many creative workers. Culture industries contribute more towards the economy in Europe than e.g. the food industries (1.9%) or the chemical industries (2.3%).

Policies in Europe should be geared towards strengthening the European creative sector in global competition

Culture industries have gained a new importance for Europe, as the European Council of Ministers of Culture stated in 2006. European Commissioner Ján Figel stresses that investments into culture are solid investments. This raises the issue of developing more efficient European policies to support the creative industries in their struggle to produce and sell cultural goods under the conditions of global competition. How can the potential of culture be most effectively used to contribute towards growth and employment within the Lisbon strategy? The potential of culture for the creation of growth and employment was already a focal point under the Council Presidency of the UK, Austria and Finland. There is a need for action, lest Europe will "fall still further behind other regions of the world" in the global economy. The development of coherent policies for the improved support to cultural industries, or of policies to coordinate this highly diversified sector, might contribute more effectively to the support to cultural industries.

A new coherent policy strategy for the cultural sector in Europe

The conference aims at developing a strategy for the co-ordination of culture industries policies. How can the strategies of various political players, e.g. the municipalities, the regions, the member states and the European Union be co-ordinated? Is it possible to develop target-oriented co-ordinated strategies that nevertheless strengthen the heterogeneity and special character of the cultural sectors - sectors that are subject to an extraordinary variety of market laws as their production ranges from the creation of unique specimen to serial production?

The conference will start by a presentation of the study "The Economy of Culture in Europe", which was commissioned by the EU Commission and will then proceed to the discussion of various national models of culture industries policies in Europe. Subsequently practical examples of Europe's culture industries are introduced by leading representatives of creative industries from across Europe who present their view of the situation of the culture industries and identify the challenges faced by its players world wide. Developments in India, Brazil and Asia will be outlined by the UNESCO Institute for Statistics, Montreal.

...

01.03.2007

The development of coherent policies during the conference departs from the working hypothesis that such policies can only be successful if they are perceived as being effective by all players involved. Sector specific workshops formulate the requirements from the point of view of creative players, e.g. from the perspective of the municipalities in the case of the European Cultural Capital, the perspective of the regions in the case of the Warsaw Music Festival, the perspective of member states in the case of the fashion industries and the perspective of the European Union in the case of architecture. A special workshop focuses on the qualification of players in culture industries across Europe.

These sector and player specific profiles provide a suitable basis for the development of coherent policies to support culture industries in Europe.

Organisers

The conference is organised by the Friedrich-Naumann-Stiftung, Berlin and the Office for Cultural Policy and Culture Industries. It is supported by the Foreign Office of the Federal Republic of Germany, the European Commission and the Dresdner Bank.

In co-operation with:

German Commission for UNESCO, UNESCO Institute of Statistics, Land of Rhineland-Palatinate, BerlinPartner GmbH, Working Group for Cultural Statistics, vertikult media-k GmbH, Deutscher Kulturrat (German Arts Council).

Time and Venue

The conference will take place in the context of the German Council Presidency 2007 in Berlin, Thursday 3 May to Friday 4 May 2007.

The web site of the 4th Annual Conference on Creative industries is available at:

<http://www.european-creative-industries.eu>.

Email: info@european-creative-industries.eu

Creative Europe – The Power of Culture in European Cities

Dates:

31 May - 1 June 2007

Venue:

20095 Hamburg, Altes Rathaus, Rathausmarkt 1

Organiser:

The Federal Government Commissioner for Culture and the Media

Content:

In the wake of global structural transformation, traditional industrial centres are losing significance in favour of high-tech regions and creative service hubs. In order to boost the competitiveness and innovation potential of cities and metropolises, the migration of creative, highly specialised and mobile people is increasingly perceived as a benefit and enrichment for culture and industry, and proactively fostered.

This congress sets out to examine to what degree culture stimulates innovation and economic development: how does the potential of creative people impact upon the prosperity of a metropolis?

These are the core issues which are to be addressed in a series of lectures, debates and panel discussions staged at this event. In addition, Europe's cultural metropolises will hold presentations which illustrate these issues from their own distinct perspective.

Contact:

Anja Ostermann, lab concepts

Werner Weber, Federal Government Commissioner for Culture and the Media, Division K34;

Tel.: +49 228 2498113

Tel.: +49 3018 681 3528

Email: ostermann@lab-concepts.de