

Recent developments on cultural policy at EU level

- Council Work Plan for Culture 2019-2022
- Cultural Heritage
- Cultural policy at regional level
- Skills, Recovery and new funding 2021-2027

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Work Plan for Culture 2019-2022

- Policy cooperation with EU Member States
- 6 priorities:
 - Sustainability in cultural heritage
 - Cohesion and well-being
 - An ecosystem supporting artists, cultural and creative professionals and European content
 - Gender equality
 - International cultural relations
 - Culture as a driver for sustainable development
- 18 topics, working methods + actions defined for MS, PRES, EC; incl:
 - 7 OMC groups* composed of MS experts, PRES conferences, peer-learning projects, studies, workshops, expert group,..., Council conclusions, MTE

* **High-quality architecture (published report), Cultural heritage and climate change, Cultural dimension of sustainable development (mid-2022) – Final WP Report: June 2022**

NEW: Expert work on understanding digital audiences (start: Oct. 2021)

Mainstreaming cultural heritage in EU policies

- **European Framework for Action on Cultural Heritage** - a legacy of the European Year of Cultural Heritage 2018; 60 actions
- [European Parliament Resolution](#) on Achieving an effective policy legacy for the European Year of Cultural Heritage (January 2021)
- “[Rome Declaration](#)” adopted by the G20 on culture at the first meeting devoted to Culture in the history of the G20 (July 2021)
- Cultural heritage/climate change at COP26 (Nov. 2021) - Culture as essential to the New European Bauhaus
- **Targeted workshops** with MS and stakeholder organisations on:
 - **Alternative funding for cultural heritage** (workshop in January 2021)
 - Open Method of Coordination work with Member States: **cultural heritage and climate change** – recommendations and best practice expected in 2022
 - **Peer-learning at the level of regions: Cultural Heritage in Action** – focus so far on participatory governance of cultural heritage, re-use of heritage and quality principles for intervention of cultural heritage

Cultural policy at regional level

CULTURAL HERITAGE IN ACTION

Sharing solutions
in European
cities and regions



#EuropeForCulture

Check our
call for good
practices!

NEW DEADLINE
27 April



ARE YOU WORKING
ON CULTURAL
HERITAGE FOR A
LOCAL OR REGIONAL
ADMINISTRATION?

First phase

- **3 topics:** participatory governance, adaptive reuse, quality principles
- **32 case studies**
- **10 online peer-learning visits**

Upcoming 2021-2022

- **Topics:** recovery, sustainable development locally, governance and financing
- **offline/online peer-learning**
- **new case studies**



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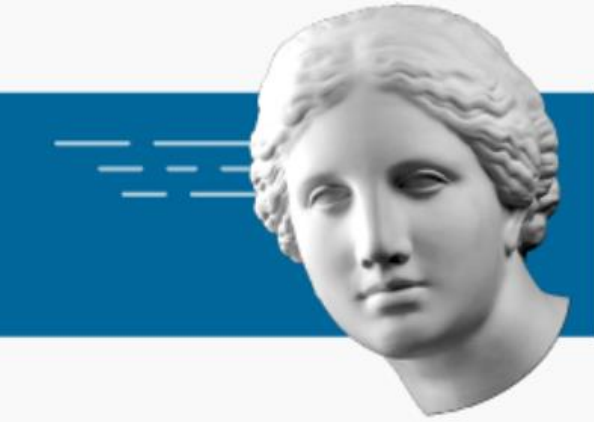


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www.culturalheritageinaction.eu



Cultural policy at regional level



Maximising the impact of culture and cultural heritage on local development

Increasing the jobs potential of cultural and creative industries

Supporting business creation, innovation and growth

Public and private finance for culture and creative sectors

www.oecd.org/cfe/leed/culture-and-creative-sectors.htm



Culture, Creative Sectors and Local Development

Cultural participation and local resilience: strategies for the recovery

1-3 December 2020 | On-line event

Participation, education, inclusion, well-being

OECD

WORLD CITIES CULTURE FORUM

EURO CITIES

ICOM

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Skills (Pact for skills and ongoing projects)

CCSI-related skills analysis and activities are undertaken together with different ongoing projects, such as:

- **CHARTER project: Blueprint for Skills** Sectorial Alliance on Cultural Heritage (Erasmus+): aims to identify and bridge the skills gaps between the educational and the occupational worlds, by developing a matrix mapping skills and competences in the heritage sector - <https://charter-alliance.eu/>
- **FLIP for CCIs** (*“Finance, Learning, Innovation and Patenting”* for CCIs: also has CCI skills relevant activities such as learning Labs, produced a CCI skills report, and together with EMPL, works on ESCO (European Skills/Competences, Qualifications and Occupations classification) - <http://creativeflip.creativehubs.net/>
- **INCREAS** – *Innovation and Creative Solutions for Cultural Heritage”*: bridge the gap between cultural heritage education and skills development and the labour market and creative industries - <https://projektwelt-burghauptmannschaft.eu/en/event/flip-1-increas>
- **DEUS** (Erasmus+/VET/ECOC Matera): aims to create a European-wide learning and training approach in critical thinking and entrepreneurship to find participatory, creative and cost-effective solutions to local challenges, by unlocking the potential of the cultural and creative sector - <https://www.deuscci.eu/>

Post-Covid recovery

- Culture in national recovery and resilience plans
- 2021-2027 Funding for culture

Recovery and Resilience Facility

The key instrument of Next Generation EU

- **Objectives and actions**

To support Member States' reforms and investments to rebuild their economies after the pandemic.

Addressing the twin transitions, MS should earmark at least **37% to climate** and at least **20% to digital actions** in their plans

€ Budget **€ 672.5 billion**
loans (360 b) + grants (312.5 b)



EP and stakeholders pledged for a 2% threshold for Culture

Topics for CCS: precariousness of cultural employees, lack of **digital skills**, need to further improve the **digital cultural offer** and digitise cultural content, **energy efficiency** of cultural heritage buildings, **access to funding**, **green and sustainability** measures in **cultural events and projects** for **heritage** conservation and **safeguarding**, enhancing cultural tourism.

2021-2027 Funding for culture Creative Europe 2021-2027

An increased budget of 2.44 bilion EUR (+50%)

- Promote **cross-border circulation** of operators and works
- Increase **cultural participation** and **social inclusion**
- **Generate jobs and growth** within the cultural and creative sectors
- Strengthen **European identity and values**
- Contribute to international relations through **cultural diplomacy**
- Better align with EU cultural policy: **New European Agenda for Culture**

What's new

- **Large, medium and small** cultural cooperation projects
- New **individual cross-border mobility scheme**
- **Sectorial approach** for specific sectors (with 10% earmarked budget)
- More support for promotion of European culture **beyond the EU**



2021-2027 Funding for culture Funding Guide

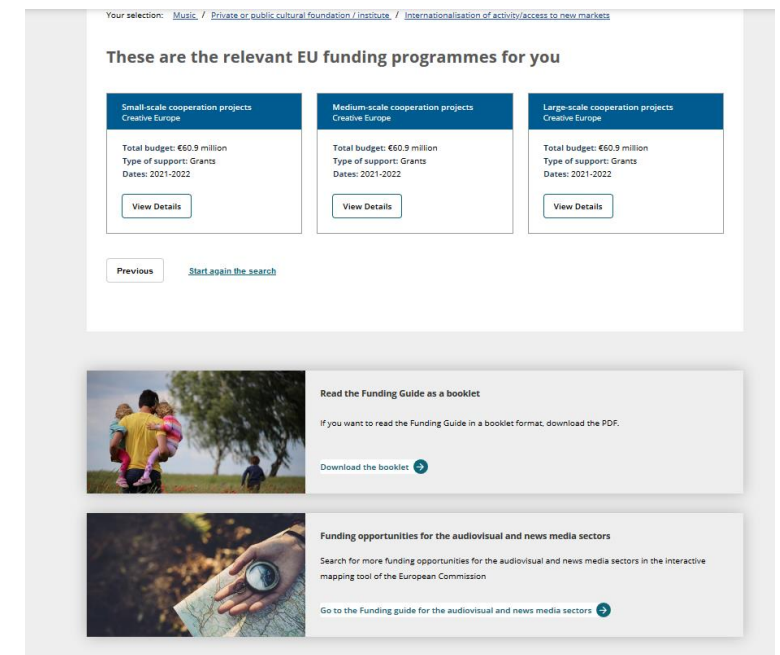
Requested by:

- Stakeholders & COVID-19
- Council
- European Court of Auditors

Online interactive tool + pdf guide /

11 DGs have been consulted, more than **70 opportunities** + project examples 2014-2020

Stay tuned – première around November Council meeting





Your selection: Music / Private or public cultural foundation / Institute / Internationalisation of activity/access to new markets

These are the relevant EU funding programmes for you

Small-scale cooperation projects Creative Europe	Medium-scale cooperation projects Creative Europe	Large-scale cooperation projects Creative Europe
Total budget: €60.9 million Type of support: Grants Dates: 2021-2022	Total budget: €60.9 million Type of support: Grants Dates: 2021-2022	Total budget: €60.9 million Type of support: Grants Dates: 2021-2022
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 **Read the Funding Guide as a booklet**
If you want to read the Funding Guide in a booklet format, download the PDF.
[Download the booklet](#)

 **Funding opportunities for the audiovisual and news media sectors**
Search for more funding opportunities for the audiovisual and news media sectors in the interactive mapping tool of the European Commission
[Go to the Funding guide for the audiovisual and news media sectors](#)

EU guidelines on the safe resumption of activities in the cultural and creative sectors (COVID-19)

- Communication from the Commission of 29.6.2021 / C(2021) 4838 - Follow-up to Communication on safe and sustained reopening of 17/3: **EU coordinated approach and guidelines for culture**
- Send a **strong political message on CCSI support**
 - Pandemic's heavy impact; **need for better, more coordinated public support**
 - Acknowledgement of **CCSI's role for Europe's recovery**
- **Evidence of safe trial cultural events**, including mass gatherings
- **Lifting of measures, incl. reopening of 'culture' in the MS** in light of overall improvement of the epidemiological situation

Main elements



EU guidelines:
**General principles
and indicators** for the
safe reopening of the
cultural sector



EU guidelines:
**Recommendations on
health protocols**
for cultural establishments



**Actions to support the
sustainable recovery
of the cultural sectors**



Actions to support the sustainable recovery of the cultural and creative sectors

- **EU tools** to facilitate the re-opening:
- **Rebuilding trust** by lost audiences and **new ways of promoting cultural content**
- Invest into **digital training** and **digital capacity-building**

European Tourism Covid-19 safety seal, EU Digital Covid certificate, Reopen EU web-platform, Cultural gems

Support digital engagement and changes in audience behaviour through *Creative Europe/“Perform Europe”*; new expert group on “*digital audience*”; Innovative support scheme for Music

Pact for Skills; Creative Europe Media sub-programme on talent development in audio-visual; Digital Europe



Connecting culture, health and well-being

- **Adapt the cultural offer to specific targets**
- Encourage MS to support the sector to address the **needs of vulnerable groups particularly affected** by the pandemic
- Facilitate investment in **strategies** for the **sustainability and resilience** of the sector
- **Dissemination of data and follow-up on trial cultural events' safety**

EC Call for *Bottom-up Policy Development on **Culture & Well-being*** in the EU

MS to make full use of the **Recovery and Resilience Facility, cohesion policy and the new Horizon Europe and Creative Europe**

Use complementary funding and mixed sources to help alleviate the financial burden of re-opening (e.g. costs of applying health protocols)

Thank you