

# EU cultural policy and culture in rural areas: **Current topics & upcoming initiatives**



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## The New European Agenda for Culture (May 2018)

## 1. Social dimension:

# harnessing the power of culture and cultural diversity for social cohesion and well-being

## 2. Economic dimension:

supporting culture-based creativity  
in education and innovation, and  
for jobs and growth

### 3. External dimension:

## Strengthening international cultural relations



**Upcoming:** Pilot project on culture & well-being! (call in 2021)



# Bottom-up Policy Development for Culture & Well-being in the EU

- ☐ **European Parliament preparatory action 2020**
- ☐ **Objectives:**
  - ☐ *Mapping existing practices and research*
  - ☐ *Building up capacity of local actors*
  - ☐ *Carrying out small-scale experimental work on the ground*
  - ☐ *Looking for synergies with existing policies and programmes*
- ☐ **Call to be published by DG EAC in Q1 2021 (tbc)**
- ☐ **Budget: 500.000 EUR**

Read more [here](#)



## **Work Plan for Culture 2019-22** (November 2018)

- 1. Sustainability in cultural heritage**
- 2. Cohesion and well-being**
- 3. An ecosystem supporting artists, cultural and creative professionals and European content**
- 4. Gender equality**
- 5. International cultural relations**

***17 concrete actions to be carried out over 4 years***

**Upcoming:** Role of culture for territorial & social cohesion (under PT Presidency in 2021)

**Completed:** Voices of Culture expert group on [culture in non-urban areas](#)

# European Framework for Action on Cultural Heritage (Dec 2018)

## 5 Pillars, +60 actions

- Cultural heritage for an **inclusive** Europe: participation and access for all
- Cultural heritage for a **sustainable** Europe: smart solutions for a cohesive and sustainable future
- Cultural heritage for a **resilient** Europe: safeguarding endangered heritage
- Cultural heritage for an **innovative** Europe: mobilising knowledge and research
- Cultural heritage for **stronger global partnerships**: reinforcing international cooperation.

Commission expert group on cultural heritage established, includes organisations such as Culture Action Europe, European Historic Houses Association, European Landowners Organisation, but also networks of cities/regions such as ERRIN, Eurocities or ICLEI



## II. Projects



### CULTURAL HERITAGE IN ACTION

Sharing solutions  
in European  
cities and regions



#EuropeForCulture



**30 case studies and 12 peer-learning visits to EU urban/non-urban areas, on three topics: adaptive reuse, participatory governance, quality of heritage restoration**

**Calls for best practices: closed and under evaluation**

**Next: Call for participation to peer-learning visits (end of summer)**

**Find out more: [www.culturalheritageinaction.eu](http://www.culturalheritageinaction.eu)**



## ***Joint Action OECD-European Commission (DG EAC)*** **Enhancing the role of culture in local development strategies**

4 peer-learning policy seminars in 2020-2021

- **Maximising impact of cultural heritage for local development**
- **Addressing the skills needs of CCS and self-employed creatives**
- **Adapting business support ecosystems to the needs of CCS and self-employed creatives**
- **Innovation in public and private investment and financing for CCS**

More info [here](#)





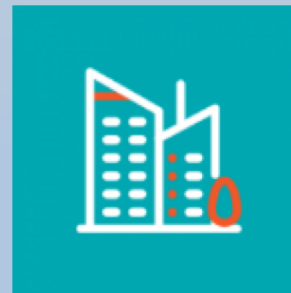
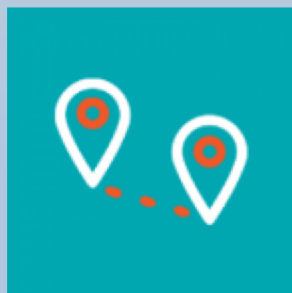
# Urban Agenda for the EU

## Partnership on Culture/Cultural Heritage

<https://ec.europa.eu/futurium/en/culturecultural-heritage/about-0>

<https://ec.europa.eu/futurium/en/urban-agenda>

<https://ec.europa.eu/futurium/en/culture-and-cultural-heritage>



*(three meetings took place, in Berlin and Brussels + **European Week of Regions and Cities in October 2019** in Brussels*

*in 2020 – preparation of the Action Plan and **public consultations from mid-July**)*



## II. Projects



# Urban Agenda for the EU: new Partnership on Culture and Cultural Heritage

### Member States:

- Germany (Coordinator)
- Italy (Coordinator)
- Cyprus
- Greece
- France
- Spain

### Regions:

- Canary Islands (ES)
- Coimbra Region (PT)
- Flemish Region (BE)
- Ljubljana Region (SI)
- Silesian Voivodeship (PL)

### Cities:

- Alba Iulia (RO)
- Berlin (DE)
- Bordeaux (FR)
- Espoo (FI)
- Florence (IT)
- Jurmala (LV)
- Katowice (PL)
- Kazanlak (BG)
- Nagykanizsa (HU)
- Úbeda (ES)
- Murcia (ES)

### Other participants:

- European Commission (REGIO, EAC, RTD, JRC, DEVCO, AGRI, EASME, CLIMA, SecGen)
- European Committee of the Regions
- European Investment Bank (EIB)
- Dutch Federation of Cultural Heritage Cities (NL)
- Eurocities
- ICLEI
- JPI Cultural Heritage
- URBACT

## March/April Specific actions Creative Europe Programme



- **Maximum flexibility**
- **Support scheme for cross-border dimension of performing arts works** call of €2.5 m – info [here](#)
- **Speeding-up evaluation 2020 cooperation projects** - €48.5m to reach sector via pre-financing instalments as from September, duration up to four years
- Exploring ways to **adapt the Cultural and Creative Sectors Guarantee Facility** to mitigate adverse effects of crisis
- Informal **virtual meeting Creative Europe Desks & involved stakeholders** – reinforcing links
- **#CreativeEuropeAtHome** social media campaign

## March/April EU Horizontal measures

- ✓ **Coronavirus Response Investment Initiative** - **€37 billion** from Structural Funds to alleviate effects of pandemic. Could be available for cultural operators (at MSs discretion)
- ✓ **Support to mitigate Unemployment Risks in an Emergency (SURE)** - **€100 billion**. Designed to protect jobs & workers affected by pandemic - could be used to pay salaries of creators, artists, independents that have lost jobs
- ✓ **Temporary Framework for State Aid measures** - Culture specifically listed as one of sectors most severely hit by the outbreak
- ✓ **Protecting SMEs** - **€8 billion** to provide immediate financial relief
- ✓ **European Guarantee Fund** - **€25 billion** that will support up to **€200 billion** of financing for companies, with a special focus on SMEs

## IV. The future?

June

# EU budget powering recovery plan for Europe

- **REACT-EU**: +55 billion EUR through cohesion policy accross sectors (incl. culture) in 2020-2022 – follow-up of CRII
- **Future cohesion policy 2021-2027**: better exploiting potential of culture and tourism
- **Creative Europe 2021-2027**: 1.52 b EUR, i.e. 8% increase compared to 2014-2020 level and 15% compared to February 2020 draft EUCO conclusions
- **InvestEU**: support under several strands, incl. **cultural heritage infrastructure**, **social investment** and **skills support** for cultural and creative activities
- **Digital Europe Programme**: can help cultural sectors to tackle digital transformation (8.2 b EUR)
- **Horizon Europe**: specific cluster for CCS as well as European Institute of Innovation & Technology's KIC on CCIs





## COVID-19 & Cultural and Creative Sectors

- ✓ Two on line platforms - Member States & [Creatives UNITE](#) to exchange info



### Creatives UNITE

In one month:

- ✓ 16,000 Users
- ✓ 44,327 Page Views
- ✓ 350 entries

- Online Meeting with Commissioner Gabriel, MEPs and the sector  
26 June 2020  
Recording available [here](#)

# Useful links

- [How the EU responds to the coronavirus outbreak in support of the cultural and creative sectors](#)
- [Europe's moment: Repair and prepare for the next generation](#) (new EU recovery instrument and next MFF)

## Additional projects/initiatives

- [Cultural Heritage as a Source of Societal Well-being in European Regions – HERIWELL ESPON project](#)
- Voices of Culture – [the role of culture in non-urban areas](#)
- [Capacity building activities for European Capitals of Culture](#) + [call for experts](#)





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**ec.europa.eu/culture**



**ec.europa.eu/programmes/  
creative-europe/**



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**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
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OUR HERITAGE:  
WHERE THE PAST MEETS THE FUTURE

