

The Future of Cultural and Creative Industries in Europe: Promoting Smart, Sustainable, Inclusive Growth



Tuesday 15th October 2013
The Silken Berlaymont Hotel
Brussels



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Overview

The cultural and creative sectors are a significant driver of growth and jobs in Europe. They offer a key source of creativity and innovation, as well as contributing significantly to social cohesion and well-being. Cultural and creative industries employ millions of people across the EU-27, contribute a substantial share to EU GDP and grow faster than the rest of the economy. In 2009, at EU-27 level, 3.6 million people were employed in the five main cultural sectors of economic activity, representing 1.7% of total employment, with the proportion of women working in the cultural sector being higher than in total employment.

The European Union's objective of smart, sustainable and inclusive growth is at the heart of the Europe 2020 Strategy, a policy approach that will help Europe find innovative solutions in challenging times. Against this background, cultural statistics can serve to support the growing interest of policy-makers in culture and its role in society, the economy and the cohesiveness of Europe. As such, with a view to improve data collection and improve reliable statistics at the European level, the Working Group ESSnet-Culture was set up, publishing their final report in October 2012 which details their work on cultural statistics.

Furthermore, the *EU's Culture Programme* (2007-2013), with a budget of €400m for projects and initiatives, sought to celebrate Europe's cultural diversity and enhance its shared cultural heritage through the development of cross-border co-operation between cultural operators and institutions. The key objectives of promoting the cross-border mobility of those working in the cultural sector are to encourage the transnational circulation of cultural and artistic output and to foster intercultural dialogue.

As the *Culture Programme* approaches the end of its term, this timely international symposium will evaluate the extent to which these objectives have been achieved through cultural actions, exchanges between cultural bodies at the European level and the analysis and dissemination of activities. The symposium will allow delegates to gain an understanding of *Creative Europe*, a support programme for the cultural and creative sectors from 2014, aiming to safeguard and promote the industries.

“ **The cultural and creative sectors need multi-disciplinary environments where they can meet with businesses from other industries. Any public intervention aiming to further develop them calls for cross-sectoral fertilisation. This requires the development and testing of better business support instruments and policies that aim to facilitate cross-sectoral linkages and spill-overs. It implies fostering change amongst the sectors themselves while adding new skills and competencies into other industries and vice versa.** ”

-European Commission, COM(2012) 537, September 2012

“ **Cities that have invested in culture have had more economic success than those that invested only in cars and airports. In the knowledge society, a lot of innovation - when you put it in economic terms - depends on creativity.** ”

-Helga Truepel, MEP, October 2012

Venue and Accommodation

**NH Hotel Grand Sablon,
Rue Bodenbroek 2/4. B-1000 Brussels
Belgium**

Through our partnership with the NH Hotel Grand Sablon we are pleased to be able to offer our delegates specially negotiated accommodation rates. These discounted room rates are subject to availability and are allocated on a first-come, first-served basis.



Why Attend?

- ✓ **Understand the measures in place to promote and safeguard cultural and creative industries at the European level**
- ✓ **Examine the extent to which the objectives of the Culture Programme have been met and how the Creative Europe Programme can be implemented to develop cultural and creative industries**
- ✓ **Discuss how partnership working can be strengthened between cultural bodies and communities to build social cohesion**

Who Should Attend?

- Local Authorities
- Sectoral Operators
- Licensing Officers
- Programme Managers
- Project Managers
- Publishers Associations
- Broadcasters Associations
- Artists Associations
- Performing Arts Associations
- Civil Society Representatives
- Archives
- Libraries
- Museums and Galleries
- Tourism Offices
- Collecting Societies
- Authors
- Architectural Firms
- Executive Directors
- Arts and Entertainment Companies
- IP Law Experts
- Copyright Law Experts
- Media Experts
- Internet and E-Commerce Experts
- National Governmental Organisations
- Legal Advisers
- Local and Regional Government Departments and Bodies
- Regulatory Bodies
- Third Sector Practitioners
- Private Sectors Employers
- Public Sector Employers
- Campaigning Organisations
- International Organisations
- Academics

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Programme

- 09:15** Registration and Morning Refreshments
- 10:00** Chair's Welcome and Opening Remarks
- 10:10** **Cultural and Creative Industries as Drivers of Social and Economic Growth**
- Linking CCI and Economic Performance
 - How Creativity Leads to Innovation - CCI and Smart Growth
 - Resource Efficiency and Competitiveness - CCI and Sustainable Growth
 - Assessing Present and Future Employment Patterns - CCI and Inclusive Growth
 - Recommendations
- 10:40** **First Round of Discussions**
- 11:10** Morning Coffee Break
- 11:30** **Creating the Preconditions to Fully Unlock the Potential of CCI**
- Raising Awareness, Setting Up Information Services
 - Strategic Alliances – Involving All Relevant Agencies
 - Mapping the Geographical Specificities of CCI Potential – Understanding the Statistical Data on Cultural and Creative Industries
 - Facilitating Access to Financial Aids
 - Including Entrepreneurial and Management Skills in Art-based Education Schemes
 - Strengthening the Link between Businesses, Educational Institutions and CCI
 - Recommendations
- 12:00** **Second Round of Discussions**
- 12:30** **Networking Lunch**
- 13:30** **Supporting Cultural and Creative Industries - An Integrated EU Strategy**
- Giving CCI More Relevance in the Context of Europe 2020
 - Assessing the Impact of the Cohesion Policy 2007-2013 on CCI, Setting the Goals for the 2014-2020 Period
 - Examining the Culture Programme and Creative Europe Programme
 - CCI within the Work Plan for Culture 2011-2014
 - Recommendations for Future Policy Actions
- 14:00** **Third Round of Discussions**
- 14:50** Afternoon Coffee Break
- 15:00** **Beyond Economic Growth - The Wider Contribution of Creative and Cultural Industries**
- CCI as Drivers of Social Cohesion, Well-Being and Innovation
 - Local and Regional CCI Investments - Examples of Successful Projects and Exchange of Best Practices
 - Linking Culture and Tourism
 - Recommendations
- 15:20** **Fourth Round of Discussions**
- 15:50** Chair's Summary and Closing Comments
- 16:00** Networking Reception

Please note that the programme is subject to change without notice

Event Details

- Date:** Tuesday 15th October 2013
Time: 10:00am – 4:30pm
Venue: NH Hotel Grand Sablon, Brussels



Forthcoming Events

A European Strategy for Gender Equality:
Tackling Discrimination in the Workplace
and Beyond

9th October 2013

Plugging the Sustainability Gap: Boosting
the European Electric Vehicle Market

29th October 2013

Cross-Border Healthcare in Europe: Towards
a Patient-Centred System

12th November 2013

Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.


For further information please contact:

Parvin Madahar on **+44 (0) 20 3137 8630**

or email parvin.madahar@publicpolicyexchange.co.uk

Enquiries: 0845 606 1535

www.publicpolicyexchange.co.uk

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