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#### NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Draft Council conclusions on cultural and creative crossovers to stimulate innovation, economic sustainability and social inclusion - <i>Presidency concept paper</i>

In view of the meeting of the Cultural Affairs Committee on 16 January 2015, delegations will find attached a concept paper on the above subject prepared by the Presidency.

**Draft Council conclusions  
on cultural and creative crossovers to stimulate innovation,  
economic sustainability and social inclusion**

*Presidency concept paper*

**I. INTRODUCTION**

The aim of this concept paper is to explain the Presidency's reasoning behind the chosen topic and to steer the debate within the Cultural Affairs Committee (CAC). The Presidency intends to prepare a set of draft conclusions on cultural and creative crossovers to stimulate innovation, economic sustainability and social inclusions to be adopted by the Council (Education, Youth, Culture and Sports) on 19 May 2015 and will seek ways to present it at the Council (Competitiveness) on 28-29 May 2015.

Building upon the Council Work Plan for Culture (2015-2018)<sup>1</sup> and Council Conclusions on Cultural Governance<sup>2</sup>, the Presidency aims to **encourage and strengthen the use of cross-sectorial working method** at all levels within the Member States as well as within the Commission. We are therefore looking forward to working with the Commission's Directorates-General for Education and Culture (EAC), Internal Market, Industry, Entrepreneurship and SMEs (GROW) and Communications Networks, Content and Technology (CNECT), and Regional and Urban Policy (REGIO).

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<sup>1</sup> OJ C 463, 23.12.2014, p.4.

<sup>2</sup> OJ C 393, 19.12.2012, p.8.

The Presidency would like to initiate a discussion covering a wider range of areas than until now and invites the Member States and the Commission to examine the innovative characteristics of culture and creativity with a view of further enhancing their contribution to the rest of the economy and their impact on wider society at local, national and European levels. The discussion will take into account various Council Conclusions that the Council adopted since 2009<sup>3</sup> and that targeted cultural and creative sectors, while also bearing in mind the 2012 Commission Communication on promoting the cultural and creative sectors for jobs and growth in the EU<sup>4</sup>.

## **II. DEFINING THE CONCEPT**

There are number of different terms and concepts being used to describe the impact of culture and creativity on other domains such as crossovers, spill-over effects, cross-innovation, cross-sectoral collaboration, cross-disciplinary approach, etc.

The Presidency proposes to use the term of "crossovers" for the purpose of the draft Council conclusions as it describes the most accurately dynamics and interaction between sectors. The crossovers of cultural and creative sectors to other sectors could be understood as a process where combination of skills and competences enclosed within the creative sector (creativity, imagination and design thinking) together with other types of knowledge and competences of other growth sectors are generating innovative solutions for today's challenges.

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<sup>3</sup> Council conclusions: on the contribution of culture to local and regional development (OJ C 135, 25.5.2010, p. 15), on cultural and creative competences and their role in building the intellectual capital of Europe (OJ C 372, 20.12.2011, p.19), and on culture as a catalyst for creativity and innovation (doc. 8749/1/09 REV 1).

<sup>4</sup> COM(2012) 537 final.

In this context, the draft Council conclusions will aim at developing the concept of **crossovers between cultural and creative sectors and other sectors of economy and domains of public life**. Building long-term creative partnerships<sup>5</sup> can facilitate synergies of different sector competences (experiences, ideas and visions) which can in turn help solve various significant challenges of modern society. The Presidency proposes therefore to focus the draft Council conclusions on the following three areas:

1. Cultural and creative crossovers to the **overall economy** (including digital economy, technologies, product and service development, innovation processes in the traditional industries and innovative business models);
2. Cultural and creative crossovers to **social policies** (social innovation, including healthcare, ageing population, education and social inclusion);
3. Cultural and creative crossovers to **urban development** (regeneration of spaces, cluster development, regional competitiveness and sustainable development).

To initiate the discussion, the Presidency has identified the following areas of cultural and creative crossovers. While the list is not exhaustive, it offers several examples of areas where culture and creativity has or could have a significant contribution:

- In the area of **business development**, artistic or design intervention can be powerful tools in transforming organisations through the arts and increasing their competitiveness. The most obvious example is the wider use of design in manufacturing industries which adds value to products, services, processes and market structures;
- In the area of **social challenges**, there is a number of existing good practices where culture and creativity have proven to be successful in building cohesive communities, integrating minorities, including ageing population and improving accessibility of social groups at risk;

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<sup>5</sup> OMC on Cultural and Creative Industries, Policy handbook “*How to strategically use the EU support programmes, including Structural Funds, to foster the potential of culture for local, regional and national development and the spill-over effects on the wider economy?*”, April 2012, [http://ec.europa.eu/culture/library/publications/cci-policy-handbook\\_en.pdf](http://ec.europa.eu/culture/library/publications/cci-policy-handbook_en.pdf)

- In the area of **health care**, artists and designers can contribute with creative and innovative solutions to patient care and health services by improving the rehabilitation process and well-being of patients (the importance of humanizing medicine by embracing the arts as part of patient care and improving the quality of hospital environment);
- In the area of **education**, the role of culture and creativity in the general education system has been much discussed, as well as the need for practical tools to nurture children's creativity<sup>6</sup>, a key skill for the 21st century. There is also a possibility to develop new methods in higher education, including joint university programs for students of arts and design, business and technology;
- In **urban development**, the role of culture is significant in regenerating old industrial areas into creative hubs and clusters and more generally in improving the quality of life in cities as well as in rural areas;
- In **sustainable development**, new design solutions and use of gaming and new technologies have a potential to change consumer behaviour e.g. leading to waste reduction and reuse of materials.

### III. OBJECTIVES

Based on the above reasoning, the Presidency proposes draft Council conclusions to pursue the following objectives:

1. Raise awareness of all relevant stakeholders of the impact that the cultural and creative sectors have on other sectors;
2. Highlight the importance of fostering appropriate ecosystems to support the cultural and creative sectors, which include relevant regulatory and institutional frameworks, awareness raising of key actors and the development of models to support cultural and creative crossovers to other economic and social sectors;

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<sup>6</sup> The role of early childhood education and primary education in fostering creativity, innovation and digital skills is a topic of draft Council conclusions currently developed under the Latvian Presidency (doc.16664/14).

3. Highlight the role of cultural and creative professionals in finding innovative solutions for societal challenges and generating economic growth;
4. Intensify collaboration between the cultural and creative sectors and other growth sectors and fields of life, including cooperation within the cultural and creative sectors;
5. Encourage creative partnerships in the school system and call for a more interdisciplinary and integrated university curricula;
6. Call on public authorities at different levels to diversify financing sources, in particular highlighting a need for innovative financing tools (e.g. creative vouchers).

#### IV. BACKGROUND

Cultural and creative sectors have become an important part of cultural policy-making at EU level due to their capacity to generate smart, sustainable and inclusive growth, create jobs, contribute to the creation of the digital single market and stimulate innovation.

In its 2010 Green Paper on *Unlocking the potential of cultural and creative industries*<sup>7</sup>, the Commission recognised that “*if Europe wants to remain competitive in this changing global environment, it needs to put in place the right conditions for creativity and innovation to flourish in a new entrepreneurial culture. There is a lot of untapped potential in the cultural and creative industries to create growth and jobs*”.

This policy document, further confirmed by the related 2012 Commission Communication, started a lively debate throughout Europe, where cultural and creative sectors are increasingly seen as an integral part of raising competitiveness, generating growth and jobs and adding value to Europe’s economy.

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<sup>7</sup> COM(2010) 183 final, doc. 9073/10 + COR1;

However, there are many other ways how culture and creativity contribute to the society which are often overlooked or neglected. The Presidency intends to continue, in a more focused way, the discussion on **how to better integrate culture and culture-based creativity with other policy areas to find new and innovative solutions to major challenges** that Europe and the world is facing. Those include *inter alia* issues of sustainable development, urban and rural development, ageing population, healthcare, quality of life, social inclusion and building cohesive communities.

In the Asia-Europe Foundation's publication "Enabling Crossovers: Good Practices in the Creative Industries", Paul Rutten has noted, that "*in the creative economy, the human ability to create value from new knowledge and ideas by using technological possibilities and focusing on market needs and social urgency is the most significant motor of growth. [...] What is currently essential is that the right creative input, one that makes use of new knowledge and technology, is taken and linked to societal needs and urgencies in the development and, in particular, design of new goods and services.*"<sup>8</sup>

In this context, the European Creative Industries Alliance (ECIA), an EU funded integrated policy initiative launched in 2012, examined how industrial innovation policy can strengthen creative industries in Europe and the way to maximise innovative contributions of creative industries to the wider economy. Its recommendations published in November 2014<sup>9</sup> highlighted the importance of stimulating innovation and growth by enabling cross-sectorial collaboration, calling for introduction of creative innovation voucher schemes and stimulation of cross-sectorial innovation through public-private innovation challenges.

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<sup>8</sup> Paul Rutten, *Prologue: Creative Industries for Society*, Enabling Crossovers, Asia-Europe Foundation, 2014, p. Xi;

<sup>9</sup> [http://www.eciapplatform.eu/wp-content/uploads/2014/11/ECIA\\_report\\_Create-Innovate-Grow-1.pdf](http://www.eciapplatform.eu/wp-content/uploads/2014/11/ECIA_report_Create-Innovate-Grow-1.pdf)

## V. QUESTIONS AND NEXT STEPS

The Presidency would like to invite the Member States to engage in a discussion on cultural and creative crossovers, including at the national level, **across multiple policy departments and involve in the discussions other relevant stakeholders** in order to set a comprehensive picture of interactions among culture, education, regional development, social affairs, enterprise and innovation, healthcare and other relevant areas.

Having in mind the above, the Presidency would like to invite the delegations to answer following questions:

1. *In your country, what are the good practices and successful models for cultural and creative crossovers to other sectors?*

2. *What are the main challenges to successfully linking culture and creativity with other policy areas and/or the obstacles that do not allow maximizing the use of cultural and creative potential in other sectors?*

When answering questions 1 and 2, the Presidency would welcome if delegations could give concrete examples of "success stories" which generated the positive impact of cultural and creative sectors on innovation, economic sustainability and social inclusion, describe the success factors and highlight the models followed, as well as explain how they have overcome the obstacles encountered in these success stories?

3. *What could be the main recommendations at local, regional, national and EU level to overcome previously mentioned challenges and obstacles, to encourage cultural and creative crossovers?*



After the presentation of the concept paper by the Presidency at the CAC meeting on **16 January**, delegations will have an opportunity to exchange their initial views and reaction to the above question at the meeting on **6 February**. Furthermore, delegations can complete their oral interventions with written comments which can be submitted by **20 February**.

In addition, the Presidency will organise two conferences the results of which will feed into the Council conclusions. The first conference "Cultural and Creative Cross-Overs" (11-12 March 2015) will highlight examples of cultural and creative crossovers and cross-sectorial partnerships from all over Europe. The second conference "Heritage, Contemporary Architecture and Design in Interaction" (12-13 March 2015) will promote a discussion about the quality and development of heritage environment, in particular by focusing on the relationship between cultural heritage and contemporary architecture and design.<sup>10</sup>

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<sup>10</sup> Both Presidency conferences are organised in the margins of the Creativity Action Week "Radi!" (*CREATE!*) in March 2015 in Riga.