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**NOTE**

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From: General Secretariat of the Council  
To: Delegations

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Subject: Open Method of Coordination (OMC) Group of Member States' experts on  
"Stimulate the green transition of the cultural and creative sectors, with a  
specific focus on the energy crisis"  
– Mandate

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Delegations will find attached the mandate of the Open Method of Coordination (OMC) Group of Member States' experts on "Stimulate the green transition of the cultural and creative sectors, with a specific focus on the energy crisis", as approved by the Cultural Affairs Committee (CAC) at its meeting on 12 January 2024.

**Open Method of Coordination (OMC) Group of Member States' experts  
on “Stimulate the green transition of the cultural and creative sectors, with a specific focus on  
the energy crisis” set up under the EU Work Plan for Culture 2023-2026**

**Priority A: ‘Artists and cultural professionals: empowering the cultural and creative sectors’**

**- Mandate –**

**A. BACKGROUND**

1. There are two complementary challenges to be addressed when it comes to the “underused power of culture”<sup>1</sup> in the context of the Green Deal goals. On the one hand, there is a high risk that cultural and creative sectors (CCS) are left behind the green transition: they should therefore be accompanied and enabled to adapt. On the other, there is a strong potential and key role for arts and culture to contribute to positive shifts of attitudes and practices towards a more economically, socially, and environmentally sustainable future both at the individual and the societal level, as well as to shape the green transition and climate action in Europe. This role and contribution need to be acknowledged and considered in policy making, leveraging their intrinsic creativity and innovation potential.

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<sup>1</sup> OMC report Stormy times - Publications Office of the EU (europa.eu)

2. The EU Work Plan for Culture 2023-2026<sup>2</sup>, under priority A ‘Artists and cultural professionals: empowering the cultural and creative sectors’, envisages the creation of a dedicated Open Method of Coordination (OMC) group of Member States’ experts focusing on exchanging experiences and identifying transferable best practices in the CCS on ways to stimulate their green transition with a specific focus on the energy crisis. The Work Plan notes that there is an urgent need to further strengthen the resilience of the CCS, to support their recovery and diversity, and to encourage their engagement with the sustainability objectives.
3. The connection between culture and the European Green Deal deserves greater attention: strategic EU initiatives, such as the New European Bauhaus, have demonstrated the importance of horizontally-oriented policies, like culture, to contribute to making the green deal tangible in society and to co-create solutions addressing better quality of life and of experience in living spaces.
4. The increasing evidence about the cultural dimension of sustainable development and the central role played by culture across several policy fields<sup>3</sup> for leveraging the capacity of the CCS to drive transformation pathways towards greater environmental sustainability, makes the debate about the position of cultural policies within the Green Deal particularly timely and urgent.

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<sup>2</sup> OJ C 466, 7.12.2022

<sup>3</sup> EC report on the cultural dimension of sustainable development in EU actions (Dec. 2022) <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=COM:2022:709:FIN>

5. The debate and recognition about culture as a global public good, gained momentum at both the international and EU level, following MONDIACULT, the UNESCO Conference on culture and sustainable development held in Mexico in September 2022, and its final Declaration<sup>4</sup>. Therefore, also the need for a specific stand-alone goal for culture in the post-2030 Agenda has been increasingly expressed by both cultural stakeholders and at political level<sup>5</sup>.
6. The Ministers of Culture of the EU, at their informal meeting on 25-26 September 2023, convened by the Spanish Presidency of the Council of the EU in Cáceres, Spain, adopted the “Cáceres Declaration”<sup>6</sup> in which they ‘*without pre-empting the coming post-2030 discussions, (...) committed to working for culture to be recognised in and of itself as a new sustainable development goal*’ and have recognised that ‘*culture is sustainability*’ and ‘*a key element in the fight against climate change*’.
7. The Commission has been seeking insights on how to make its programmes more sustainable. In 2021, it commissioned the study “Greening the Creative Europe<sup>7</sup> Programme” to help achieve its objectives of fighting climate change and to support its efforts to make the Creative Europe Programme more environmental-friendly. The study<sup>8</sup> was published in May 2023.

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[https://www.unesco.org/sites/default/files/medias/fichiers/2022/10/6.MONDIACULT\\_EN\\_DRAFT%20FINAL%20DECLARATION\\_FINAL\\_1.pdf](https://www.unesco.org/sites/default/files/medias/fichiers/2022/10/6.MONDIACULT_EN_DRAFT%20FINAL%20DECLARATION_FINAL_1.pdf)

5 E.g. G20 New Delhi Leaders’ Declaration; New Delhi, India, 9-10 September 2023

6 <https://spanish-presidency.consilium.europa.eu/en/news/caceres-declaration/>

7 OJ L 189, 28.5.2021, p. 34

8 How Creative Europe aims to go green | Culture and Creativity (europa.eu)

8. In 2023, the Commission also launched a Voices of Culture structured dialogue with civil society on “Culture and Creative Sectors and Industries driving Green Transition and facing the Energy Crisis” which published its brainstorming report<sup>9</sup> at the end of September. The report assesses and analyses several ways in which culture and creativity offer a source of innovation for climate change mitigation, hold the key to reshaping behaviours and living practices meaningfully and at scale, and are a source of societal resilience in the face of climate change effects.
9. Three OMC Groups, under the Work Plan for Culture 2019-2022, produced essential reports respectively on the “The cultural dimension of sustainable development”<sup>10</sup>, on “Strengthening cultural heritage resilience for climate change”<sup>11</sup>, and “Towards a shared culture of architecture - Investing in a high-quality living environment for everyone”<sup>12</sup>: these reports represent a solid basis to build on for addressing the overall role of culture in the green transition and for developing reinforced policies interlinking culture and the European Green Deal strategies to the benefit of the CCS.

## B. ROLE, SCOPE AND EXPECTED RESULTS OF THE OMC GROUP

1. In accordance with the principle of subsidiarity and in full respect of Member States’ competences in the field of cultural policy and with regard to the shared competences in environmental policy, including climate change, as laid down in the EU Treaties, the OMC Group should explore how to strengthen the cross-sectoral collaboration between cultural and environmental sustainability policies in the EU and in the Member States, and make corresponding recommendations.

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<sup>9</sup> Brainstorming Report ‘Culture and Creative Sectors and Industries driving Green Transition and facing the Energy Crisis’ now available - Voices of Culture

<sup>10</sup> Stormy times - Publications Office of the EU (europa.eu)

<sup>11</sup> Strengthening cultural heritage resilience for climate change - Publications Office of the EU (europa.eu)

<sup>12</sup> Towards a shared culture of architecture - Publications Office of the EU (europa.eu)

2. The overall aim of this OMC Group is to define ways to identify effective policy solutions and policy tools or strategies to support and accompany the CCS in the green transition at regional, national and European levels.
3. To achieve this aim, the OMC Group should
  - a) collect best practices and examples, followed by a deep analysis of the most recent policy strategies and initiatives developed at regional, national and European levels to support and accompany the CCS in the green transition;
  - b) assess the findings collected through recent initiatives, gather additional examples and exchange expertise in the field of regional and national practices and methods for greening CCS;
  - c) based on this, make recommendations on how to bring results to the next stage at regional, national and European levels.
4. The OMC Group should take inspiration from and build on the following recent works and achievements to produce the Group's specific recommendations:
  - a) The outcomes of the former OMC Groups on the cultural dimension of sustainable development and on strengthening cultural heritage resilience for climate change: the group should explore ways to translate these outcomes into replicable policy solutions for culture to tackle the green challenges; it should also investigate possible synergies with the recommendations developed by the OMC Group on high-quality architecture.

- b) The ideas conveyed in the Voices of Culture (VoC) report on “Culture and Creative Sectors and Industries driving Green Transition and facing the Energy Crisis” whose experts from civil society represented a wide range of cultural sectors and organisations. In order to leverage some key recommendations from the VoC report, the OMC group should put much emphasis on cross-sectoral collaboration, on best practices and solutions, give particular attention to the areas of performing arts, music, museums, film production and consider some of the report’s concrete proposals for dedicated support initiatives at EU level in this field.
- c) The analysis undertaken through the study “Greening the Creative Europe Programme”, in particular considering possible indicators for the “greening” of future cultural projects.
- d) The considerations from the stocktaking exercise on the energy crisis and the CCS for sharing best practices<sup>13</sup>, undertaken and coordinated by the Swedish Presidency of the Council in the first semester 2023.
- e) Each time possible and when relevant, projects and measures supported by the Recovery and Resilience Facility (RRF) across the Member States where different investments on culture, to address the Green Deal goals, have been put in place through National Recovery and Resilience Plans (NRRPs).

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<sup>13</sup> Presidency discussion Paper 5106/23 (January 2023) under the Work Plan for Culture 2023-2026.

- f) Ongoing initiatives focusing on the development of CO2 calculators<sup>14</sup> and on the development of rules, guidelines<sup>15</sup> and criteria to be undertaken by CCS' overall or in specific segments and sub-sectors of their activity.
- g) Existing “green charters”<sup>16</sup> in different fields of artistic activities.

## C. WORKING APPROACHES AND FINAL OUTPUT

1. The OMC Group should be composed on an equal basis of Member States' experts from the relevant government entities responsible for cultural policy and for environmental policies, including climate change, according to the relevant structures in the Member States. Experts should preferably have field experience and been involved in project implementation and/ or policy design.
2. The OMC Group should involve relevant Commission services, particularly DG EAC, DG CLIMA, DG ENV, DG ENER, DG RTD and other DGs, as needed.

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<sup>14</sup> Particularly relevant in this context, as a possible source for benchmarking, is the envisaged development of an “EU common tool of measurements for CO2 impact for the audio-visual sector” that the Commission intends to make available under Creative Europe programme (MEDIA), to provide a common baseline to European audio-visual production companies. Another relevant example the OMC group could look at is the recent common CO2 standard for the creative sector adopted in Germany - CO2 culture standard - which was accompanied by the publication of the ‘CO2Cultural calculator’.

<sup>15</sup> Some relevant examples are the “Creative Climate Tools”, developed by the project Julie’s Bicycle for the creative community, or the “Future Festival Tools” funded by Erasmus+ for making festivals sustainable.

<sup>16</sup> Green charters are codes of good practice that some funding programmes have started to consider or develop as a way to promote sustainable implementation of their activities, in line with the European Green Deal goals.



3. The OMC Group may, when relevant for further inspiration and input, decide to involve external experts, such as:
  - a) representatives from CCS and particularly managers, directors or leaders of cultural and cultural heritage institutions as well as creative industries' members with solid experience in the field of greening practices and climate change related strategies and projects on the ground;
  - b) researchers, representatives from academia, civil society and relevant professional networks, including practitioners with a strong experience on energy performance assessment, circular economy and energy efficiency-oriented approaches within cultural venues and cultural activities.
  - c) The OMC Group may also consider inviting experts from non-EU countries participating in the Creative Europe programme and / or having a candidate status, when relevant to the Group's work.
4. The OMC Group should elect a chair from within its members.
5. The recommendations and good practices should be compiled in a final report, which will be drafted by its members with technical support from the Commission.

**Topic:**

Stimulate the green transition of the cultural and creative sectors, with a specific focus on the energy crisis.

**Working methods:**

OMC group – exchanging good practices

**Rationale:**

The CCS must not be left behind in the green transition. They must reinforce their contribution to a sustainable future and play an active role in the green transition, climate action and Europe's recovery, with a specific focus on the current energy crisis, while considering the Union's geographical diversity and characteristics. A variety of practices and initiatives have already been tried out. The work under this action should reflect the outcomes of the OMC groups on the cultural dimension of sustainable development and on strengthening cultural heritage resilience for climate change. Exchanging experience with regard to the RRF for this topic should also be taken into consideration.

**Target outputs:**

Exchanging experiences and identifying transferable best practices in the CCS (especially in performing arts, music, museums, film production), including on CO2 calculators; supporting CCS efforts to adapt to the green transition.