

A EUROPEAN POLICY IN FAVOUR OF THE CULTURE INDUSTRIES

Centre culturel de rencontre Abbaye de Neumünster,
28, rue Münster L-2160 Luxembourg
Grand-Duchy of Luxembourg
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RECOMMENDATION

During this seminar, organized by the Luxembourg Presidency with the support of the European Music Office (EMO) and the Federation of European Publishers (FEP), representatives primarily from the book and music sectors expressed their concerns and expectations for stronger support from the European Union to the non-audiovisual culture industries.

The seminar participants, who applauded the setting up of pilot projects by the European Commission, notably in the music and book sectors, adopted the following recommendation, which will be presented by the Luxembourg Presidency at the Council of Ministers.

Bearing in mind that

- The culture industries play an indispensable role in the future economy, a domain where Europe excels through its innovation and creative know-how. Also, the culture industries contribute considerably towards the economy of the 25 EU Member States
- Within the context of the Lisbon Agenda, European support must be established at several levels:
 - the setting up of a legislative and regulatory framework favourable to companies
 - some financing thanks to guarantee funds or specific advance funds
 - organising actions in the education and professional training areas
 - the implementation of a cultural programme adapted to the specificities of culture companies,

Considering that

- All activities and actors within the sector are essential in order to elaborate a cultural work in its entirety, from creation to presentation to the audience
- These activities, usually called cultural or creative industries, represent a large part of the culture sector,

Recognising that

- due to the linguistic frontiers of a 25 Member State Union, the exploitation of rights and cooperation between right holders in the area of training and promotion remain difficult and expensive,

Bearing in mind that

- Culture industries play an essential role in production, dissemination and promotion of artistic creation and are an integral part of cultural diversity
- The European Commission proposal regarding the new Culture 2007 Programme does not plan a specific programme for non-audiovisual culture industries, similar to the Media+ Programme for cinema and audiovisual works,

And taking into account

- The conclusions of the various seminars and conferences organised on these issues over the last ten years: Ireland/Ennis 1996, Luxembourg/Bourglinster 1997, Copenhagen 1998, Luxembourg and Finland/Kuopio 1999, "Music in Europe"/Brussels 2001, Forum on cultural cooperation/Brussels 2001, Athens 2003, Seminar on creative industries financing/Dublin 2004, Killarney 2004, etc.
- The results of pilot actions in the field of the music industry and the book industry co-financed by the European Commission in 2004, 2005 and 2006. These actions prove that support should be given to training for trade professionals, projects for trans-national co-operation (e.g. participation at foreign book fairs, joint rights catalogues/European tour support, exchange of information on the markets, international music promotion),

Whilst respecting

- The European Commission's proposal which does not foresee a division of its support by sector of activity in the framework of the new Culture 2007 programme
- The financial constraints that do not allow the opening of new specific programmes and our concern to preserve the means of the new Culture 2007 programme dedicated to the support of cultural activities in their traditional meaning,

Observing that in the current Commission's proposal

- The selection procedures, as set up in the Culture 2000 Programme, do not seem appropriate for judging projects linked to the culture industries
- The methods of intervention, meaning the amount of the grants as well as the co-financing rules, are not appropriate for cultural projects linked to the culture industries,

Recalling the objective

- Of creating and assuring a support programme dedicated to non-audiovisual culture industries (books, music, etc.), on the basis of article 157 (competitiveness) of the Treaty of the EU, like the Media+ programme, which would give an appropriate answer to the specificities of these areas,

Propose the following:

The adaptation of the European Commission's proposal for the Culture 2007 programme, so as to take into account the specificities of the non-audiovisual culture industries and to strengthen the financing of multi-annual co-operation projects linked to these industries

- Projects could be defined as culture projects demanding participation and financing of culture industries linked to the activity in question.
- The amount of EU aid per project could exceed 500 000 euros per year, according to the number of co-organising partners and of Member States included in the project, in particular of small countries and new Member States.
- A jury composed of experts from culture industries would be appointed in order to provide the necessary expertise.
- The total budget dedicated to these projects should be limited to 10% of the total programme budget.

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