

# **Change in the EU's Creative Industries – Unlocking their Full Potential**

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The promotion of creativity  
and of creative and cultural industries

Petar Miladinov  
European Commission,  
DG Education and Culture

# Culture - Creativity



- **Creativity** is the capacity of individuals to think inventively and imaginatively and go beyond traditional ways of thinking, knowing, doing and making.
- **Culture** is the general expression of humanity, the expression of its creativity.
- **The culture-based creativity** is linked to the ability of people to think imaginatively, innovatively or metaphorically.
- The culture has **cross-cutting capacity** to stimulate creativity across many different sectors.



# Green Paper 'Unlocking the potential of cultural and creative industries'



# Why a Green Paper now?



*Because*

- Cultural and creative industries are a dynamic economic sector, creating jobs and growth



The potential of the cultural and creative sectors is crucial for our economies



... but it is not yet fully exploited!

Hence the importance of a strategy to reinforce this potential at all levels of governance!



# A favorable context: an increased awareness...



- EU 2020 Strategy
- European Agenda for Culture (through its second objective)
- Council Conclusions in 2007, 2008 and 2009
- An EP Resolution in 2008
- Input of different stakeholders
  - ✓ **An OMC Group and a Civil Society Platform on CCI**
  - ✓ **Partnerships with many other services of the EC**
  - ✓ **Studies and a greater interest from other DGs**
  - ✓ **Conferences, Forums, National Strategies...**



## Some of the challenges

- Need for a **combined approach** (economic, cultural) for tailored policies
- Need for **strengthened ties** with all other relevant policies
- Integration of cultural / creative industries in the **(post) Lisbon Strategy**





# Our answer? The Green Paper



- Get a better environment for CCI at all levels of governance, in particular at EU level

To do that:

- Look at some aspects strongly impacting on CCI

... and launch a public debate to see whether we are on the right track!





# Definitions

- **Cultural industries – products or services which embody or convey cultural expressions;**

Traditional arts sectors, film, DVD and video, television and radio, video games, new media, music, books and press

- **Creative industries – use culture as an input, but functional output**

Architecture, design, advertising

# Key “drivers” for the CCIs



- **Digitization:** New opportunities, but with a cost...
  - **Globalization:** New markets, but also an increased competition!
  - **Cultural diversity:** of contents, players etc.
- ... But for the *drivers to be efficient*, we need...



... to put into place the right  
“enablers”!



Providing...

- Spaces for **experimentation** and **innovation** within the sector
- The right mix of **competences**
- An easier access to **funding**



# Better local launch pads for a global outreach...



- Reinforcing the **regional/local** dimension
- Supporting **networking** and **mobility** across borders within the EU and beyond
- Going **global**...



# The wider picture...

... Promoting the links with innovation!

- **Innovation** is central in EU 2020
- How can culture and CCI contribute to it?
  - ✓ Increased links with **education**
  - ✓ Increased links with **economic/societal agents**
  - ✓ Need for intermediary institutions



# Some milestones

- o Adoption of the Green Paper: end April
- o **Public consultation: May to end July**
- o Analysis of outcomes: summer and fall 2010

... in time for integrating the outcomes into the reflexion on the **next generation of EC funding programmes!**



Thank you for your attention !

