



EU cohesion policy support to culture, cultural & creative industries: from 2007-2013 to 2014-2020

- digitisation of cultural material -

DG Regional Policy



Culture & Cohesion Policy Priorities

Culture, cultural and Creative Industries (CCIs) are drivers for regional innovation and development:

- Cultural heritage is a key factor for attractiveness and economic development through cultural tourism,
- Support to CCIs, in particular SMEs, can foster innovation, including in other sectors of the economy, especially for the take off of ICTs,
- Cultural investments in urban regeneration projects facilitate the inclusion of vulnerable groups in the labour market and the cohesion between the different ethnic communities.

Because CCIs contribute to cohesion policy (CP) priorities, CP can support CCIs under different categories of investments in the current programming period. In line with the EU2020 Strategy, it is proposed to further support CCIs under CP in the next period.





CP support to culture in 2007-2013 (1)

Culture-related projects are supported under the heading “Culture” (3 codes), with a good rate of implementation (see Annual Implementation Report / AIR-2010):

Code	Description <i>[pm: culture is mentioned but not cultural and creative industries]</i>	Amounts adopted in OPs (€ billion)	Allocated to selected projects in AIR-2010 (€ billion & %)
58	Protection and preservation of cultural heritage	3.1	2.1 (69%)
59	Development of cultural infrastructure	2.3	1.5 (66%)
60	Other assistance to improve cultural services	0.75	0.2 (16%)
Total	<i>[Total cohesion policy (CP): €347 billion/AIR-2010: 52%]</i>	6.14 (1.8% of CP)	3.84 (63%)



CP support to culture in 2007-2013 (2)

Under other categories of expenditure, CP can also support projects having a cultural dimension, for instance:

- RTD-Innovation, entrepreneurship, support services to SMEs and cooperation based on networks/clusters,
- Innovative ICTs, including e-services to SMEs, digitisation of and e-access to cultural assets for the citizens,
- sustainable tourism based on cultural heritage,
- urban regeneration (integrated projects),
- improvement of human and social capital.

However, it is not possible to identify the share devoted to the cultural dimension under these categories.





Success factors / Risks of failure

Success factors (Cultural / Regional development)

- Mainstreaming culture in smart specialisation strategies for regional growth (integrated approach / integrated projects), with a political consensus (governance),
- Partnership between the national and regional authorities in charge of the different public policies such as economic development, employment, higher education and culture.
- Partnership with representatives from the private sectors: SMEs, networks / clusters, civil society (associations).
- Combining regional, national and EU funding sources.

Risks of failure

If the relevant regional actors are not involved in preparing the regional strategy, then, at operational level, they will probably not take the ownership of this strategy, and its implementation will not be a real success.





CP support to culture in 2014-2020

Some key actions in the Commission staff working document “Elements for a **Common Strategic Framework**”, based on the thematic objectives (TO) proposed for CP, refer to CCIs:

- TO-1/ **RTD & Innovation** / Capacity building for the exploitation of new ideas: support for clusters, partnership, infrastructures, business advisory services, also for creative hubs and CCIs,
- TO-3 / **Competitiveness of SMEs**: development of SMEs in emerging areas such as CCIs, new forms of tourism,
- TO-6 / **Environment & resources**: diversification of rural & urban economies by protecting cultural heritage; rehabilitation of cultural infrastructure (integrated urban development projects),
- TO-9 / **Social inclusion**: promotion of intercultural activities.

Moreover culture and CCIs could also be supported under other investment priorities (e.g. TO-2: ICT applications; TO-9: urban and rural regeneration; TO-10: Education, skills, lifelong learning).





Including CCIs in smart specialisation

Support to CCIs should be explored through national & regional research and innovation strategies for smart specialisation (**RIS3**).

RIS3 (**ex-ante conditionality**), a **discovery process** based on 4 Cs:

- (tough) **Choices**: few priorities,
- **Competitive advantages**: existing, potential emerging sectors
- **Critical mass**: cross-cutting links between sectors / regions
- **Collaborative leadership**: public-private partnership

RIS3-Platform (JRC-IPTS) for assisting Member States / regions: website, practical guides, studies, expertise, workshops, trainings

RIS3 Guide...: Why should ICTs / CCIs be part of RIS3?

- ICTs chapter: digitisation → easier access to cultural contents
- CCIs chapter: cultural heritage protected/promoted through ICTs





More information

EU Cohesion Policy 2014-2020: legislative proposals

http://ec.europa.eu/regional_policy/what/future/proposals_2014_2020_en.cfm

Staff Working document on the Common Strategic Framework 2014 to 2020

http://ec.europa.eu/regional_policy/newsroom/detail.cfm?LAN=EN&id=180&lang=en

Smart Specialisation Platform

http://ipts.jrc.ec.europa.eu/activities/research-and-innovation/s3_a.cfm

Some examples

DG REGIO Case studies

http://ec.europa.eu/regional_policy/projects/practices/search.cfm?LAN=EN&pay=ALL®ion=ALL&the=79

DG EAC Case studies

http://ec.europa.eu/culture/key-documents/contribution-of-culture-to-local-and-regional-development_en.htm

Thank you for your attention!

