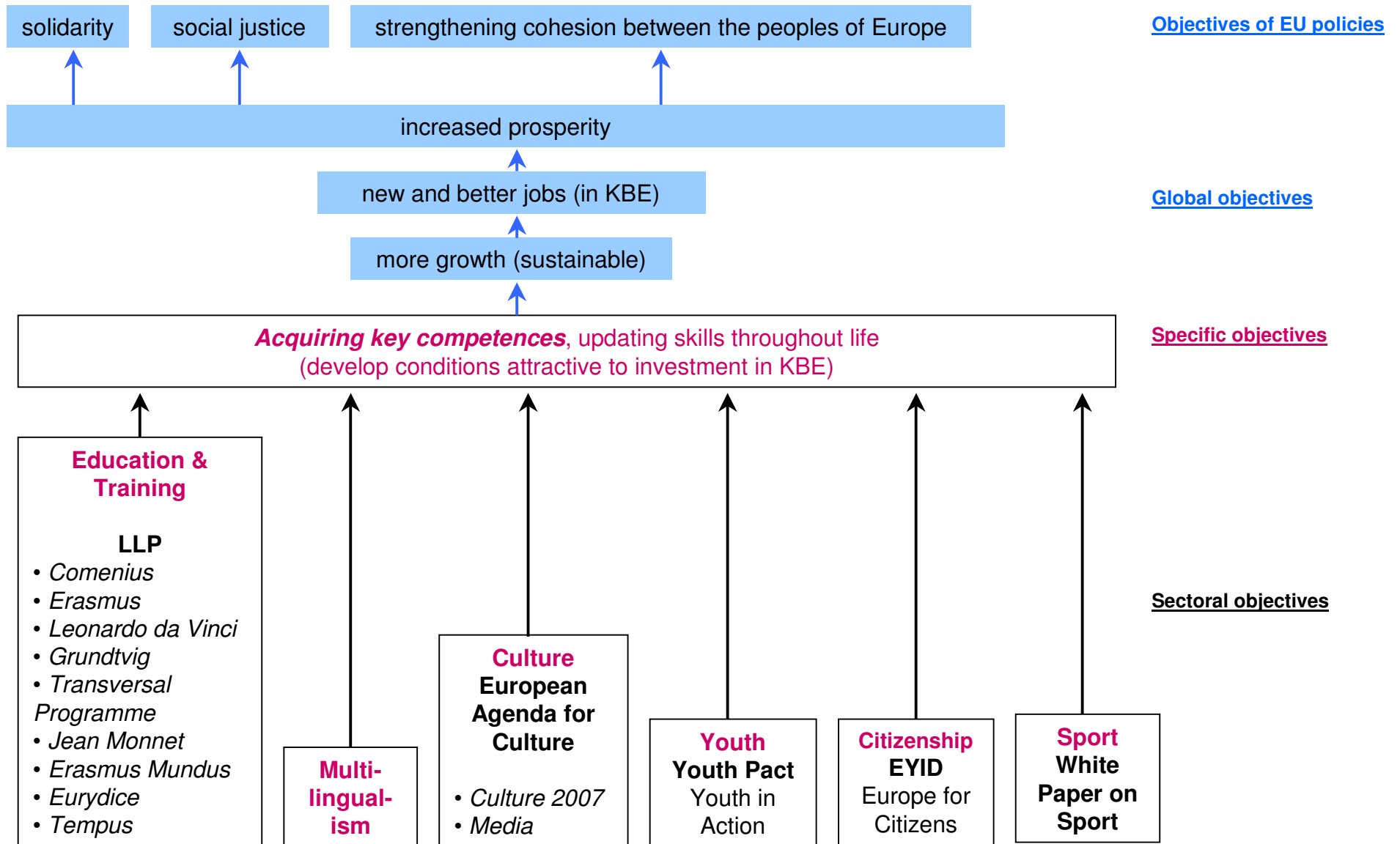


Political Context - Policies in DG Education and Culture



Objectives of the European Year of Creativity and Innovation

2.1. overall: to promote creativity through Lifelong Learning

2.2.c) stimulate **personal** psychological development from the earliest stages

- emotions
- aesthetic sensitivity

2.2. f) openness to change

2.2. h) raise awareness of young people that creativity, knowledge and flexibility are important in a time of rapid changes for personal career building

2.2.b) openness to cultural diversity

2.2.g) non-formal and informal youth activities

2.2. j) developing in capacity in public organisations

2.2.a) providing an **environment**, which is favourable for innovation and adaptability

2.2. g) through formal education: broaden access and reduce disparities to creative forms of *self-expression*

2.2. e) promote the education of key competences (maths, science, technology)

2.2.b) closer links between arts, business, schools and universities

2.2.d) raising awareness of youth about entrepreneurship through cooperation with the business world

2.2. i) design, innovation management, design management, intellectual property protection

2.2. j) developing in capacity in private organisations

8. cultural awareness and expression

7. sense of initiative and entrepreneurship

6. social and civic

5. learning to learn

1. communication in the mother tongue

4. digital competence

3. mathematical competence, basic competence in science and technology

2. communication in foreign languages

5. learning to learn

7. sense of initiative and entrepreneurship

Broad basis of creative economy

Creative economy = creative industrial products and services × number of transactions

Creative products are characterised by two complementary values:

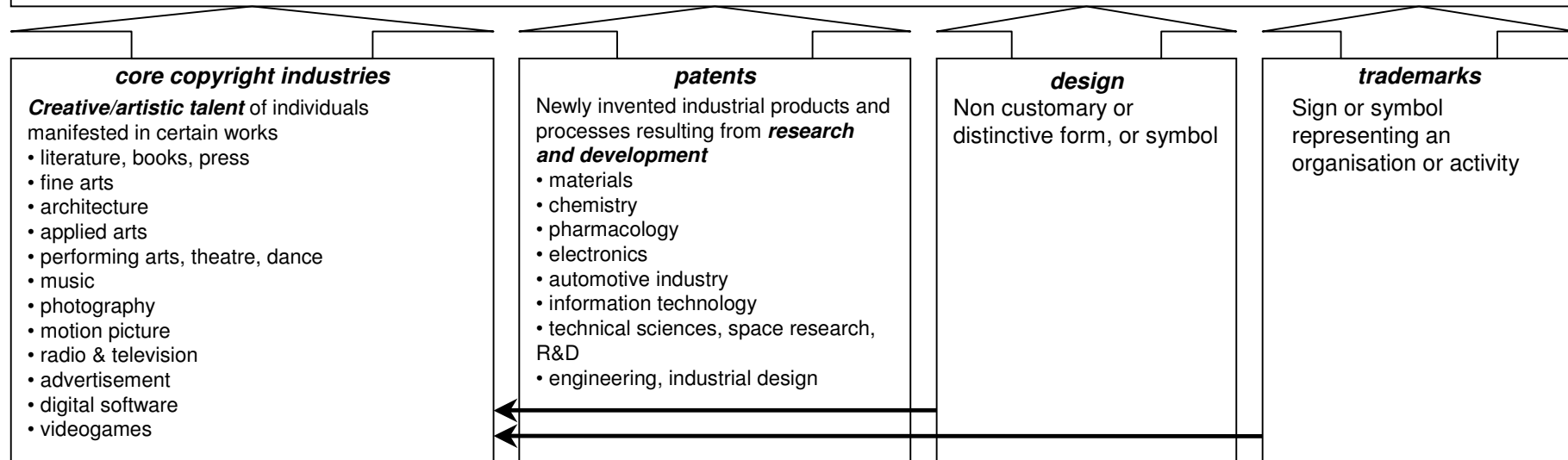
- 1) Intangible value (invested intellectual capital)
- 2) Value of physical object (carrying the intangible value), or service

Intellectual capital is always

- connected to natural persons
- intangible
- protected by law

Creative industry

Offers creative industrial products and services



'Creativity'

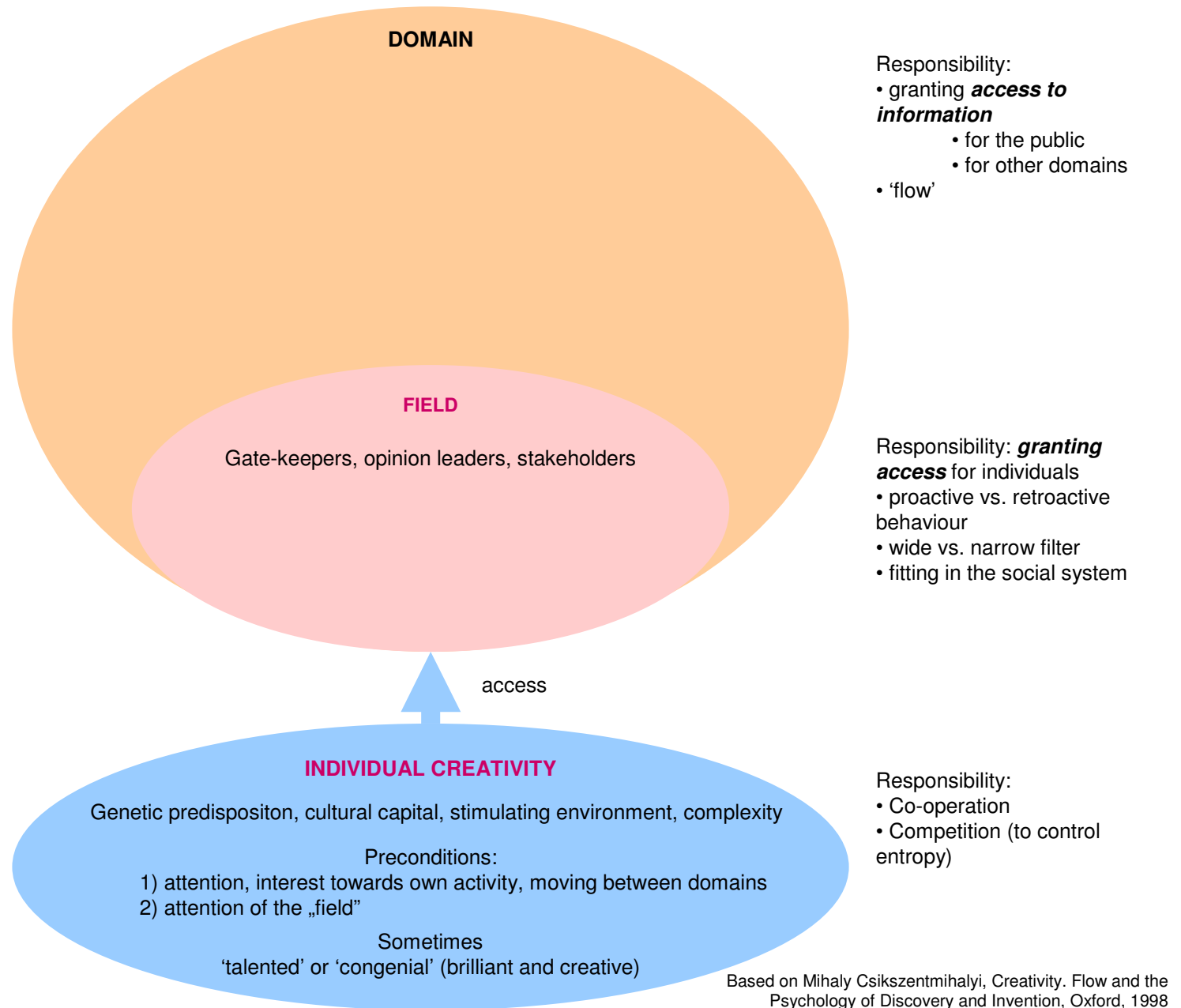
(non quantifiable)

Formation of a supporting societal milieu, **widening the base** of industrial-economic activity, **new supplies** for the creative class

Socio-cultural services

Supporting the **freedom** of thought, conscience, mental health, acculturation, knowledge, harmonic environment, arts, traditions of national and ethnic minorities, religion, public and private activities

DIFI: Domain – Individual - Field Interaction



How does a supporting environment help innovation?

Determinants of a creative climate:

- quality of the educational system
- desire of people to express themselves (artistically)
- the openness of a society towards different countries and cultures



Council conclusions of 24 May 2007 on the contribution of the cultural and creative sectors to the achievement of the Lisbon objectives (OJ C 311 21.12.2007, p. 7.)

CHALLENGE :

Insufficient attention is given to the cultural and creative sectors in the implementation of major Community support programmes and initiatives and this could jeopardise progress in achieving the objectives of the Lisbon agenda

Answer: the potential of **SMEs** including in the cultural and creative sectors should be stimulated

Target groups: **SMEs** in the cultural and creative sector (visual and performing arts, heritage, film and video, television and radio, new and emerging media, music, books and press, design, architecture and advertising)

Promote evidence-based policy-making

COMMISSION

- work based on Council Res. 1995
- work on cultural statistics
- cooperate with international institutions

MEMBER STATES

- gather data
- case studies, impact studies

Better use of existing structures, programmes and initiatives

- coordination of activities in EU policy fields
- emphasise cultural and creative sectors in Community programmes and initiatives
- assess how programmes impact on these sectors
- use the **Cohesion Fund and the Structural Funds** more efficiently in order to optimise support to SMEs in the cultural and creative sectors

**Strengthen the link
between education,
training and the cultural
and creative sectors**

MEMBER STATES, COMMISSION:

- **promote cooperation** between creative sector and business
- **promote synergies** between culture and education

Maximizing the potential of SMEs in the cultural and creative sectors

MEMBER STATES, COMMISSION:

- stimulate activities, fostering **cooperation and networking**
- facilitate access of SMEs to financing
- exchanges of cultural goods and services with third countries with a view to promoting cultural diversity and enhancing intercultural dialogue

*Cultural creativity and the economic sectors built around it **boost innovation and technology, contribute significantly to economic growth and employment, enhances attractiveness***

José Manuel Barroso, Political guidelines for the next Commission, September 2009

http://ec.europa.eu/commission_barroso/president/pdf/press_20090903_EN.pdf

C H A L L E N G E

Globalisation, crisis of values, **gap** between the reality of European integration and people's perceptions

Objective: sustain the European model of society... **inclusive and sustainable social market economy**
The European Union offers its citizens **rights, protection** and **opportunities** in the marketplace and beyond.

employment is the number one concern

- leading and shaping globalisation
- strategy EU 2020: more convergent and coordinated approach to the reform of Europe's economies through invest in new sources of growth , boosting research, development and **innovation**

strategy EU 2020: **upgrading of skills** as the basis for more employment

*Action 3 **Boosting new sources of growth and social cohesion***

- invest heavily in new skills for the jobs of tomorrow
- make technological change and innovation a central theme
- research and innovation revolution for a knowledge society
- entrepreneurial culture 50%, education
- adapt skills in the workplace
- integration of migrants
- develop the **European Digital Agenda**

Strengths

- We are a continent of stable democracies, with the largest transnational democratic systems in the world
- We have a wealth of human talent, underpinning world class manufacturing, agriculture and services
- We have well developed Community policies that allow us to share experience, exploit economies of scale and to accelerate economic and social cohesion across our regions
- . . .the world's largest trading power, the biggest donor of development assistance, a powerhouse of humanitarian aid, a beacon of human rights and a champion of the global fight against climate change

Weaknesses

- EU instruments developed separately: they do not offer a holistic view of the kind of society we want to build for the future.

Solution: to channel these different strategies and instruments, adapting where necessary, to deliver the kind of inclusive and sustainable social market economy we all want to live in.

- EU Institutions and the Member States have often failed to make clear what European action means concretely for citizens
- gap between the reality of European integration and people's perceptions

Solution: European policy agenda built much more clearly around the rights and the needs of Europeans... Rights and obligations only become reality when **those concerned** have easy access to them. ...need for communication at Commission, Parliament, Member States and regional level

Opportunity

The crisis has shown...that the world needs values, it needs models of society to inspire new ideas for new circumstances.

The future

Education and Training ('ET 2020')

Strategic Objective 4: **Enhancing creativity and innovation, including entrepreneurship, at all levels of education and training**

Council Conclusions of 12 May 2009 on a strategic framework for European cooperation in education and training ('ET 2020')
OJ C 119 28.5.2009 p. 2)

Mihály Nagy

policy officer

European Commission

<http://create2009.europa.eu>

e-mail: create2009@ec.europa.eu