

# Green Paper ‘Unlocking the potential of cultural and creative industries’

# Why an initiative at EU level now?



## *Because*

- Cultural and creative industries are a dynamic economic sector, creating jobs and growth
- They are a driver of social and territorial cohesion
- They are an engine for creativity and innovation



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



... but it is not yet fully exploited

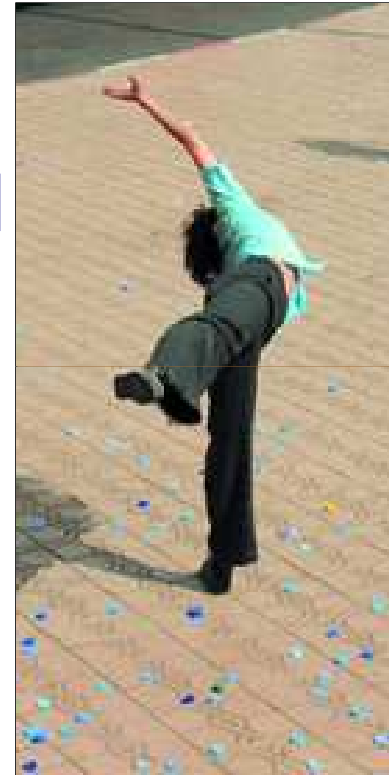
Hence the importance of a strategy to reinforce this potential at all levels of governance



# An increased awareness...



- Our European Agenda for Culture
- Council Conclusions in 2007, 08 and 09
- An EP Resolution in 2008
- Conferences, Forums, National Strategies...



# 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!



# What are the main “drivers” for these industries?



- **Digitization:** New opportunities, but with a cost...
- **Globalization:** New markets, but more 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 Europe 2020
- How can culture and CCI contribute to it?
  - o Increased links with **education**
  - o Increased links with **economic/societal agents**
  - o Need for intermediary institutions



# Next steps?



- Launch a public consultation until 30 July on some aspects which strongly impact CCI



- And use the contribution to shape a better environment for CCI





Thank you for your attention !

