Coherent EU policy for cultural and creative industries

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The Committee on Industry, Research and Energy and the Committee on Culture and Education adopted the own-initiative report by Christian EHLER (EPP, DE) and Luigi MORGANO (S&D, IT) on a coherent EU policy for cultural and creative industries.

Members stressed that **cultural and creative industries (CCIs)** in Europe provide more than 12 million full-time jobs, which amounts to 7.5 % of the EU's work force, creating approximately EUR 509 billion in value added to GDP. CCIs in the EU employ 2.5 times more people than automotive manufacturers and five times more than the chemical industry.

Members called on the Commission to develop a comprehensive, coherent and long-term industrial policy framework for the creative and cultural sector and provide framework conditions for fostering innovation as well as sufficient financing.

Framework conditions and fostering innovation: Members called on the Commission to introduce an umbrella scheme that bridges the gap between R&D, European creative content production and technological innovation in the media field. They believed that such an umbrella scheme would foster the production of creative and competitive EU services, and commercial and employment opportunities, and enhance access to market for SMEs and start-ups. They called the Commission and Member States to promote cross-sectoral cooperation by establishing 'learning labs', and creative clusters and networks in order to foster interaction between micro-enterprises, SMEs and large enterprises and between non-profit organisations and commercial companies.

Copyright: Members urged the Commission, in view of the ongoing copyright reform, to create balanced legal solutions that are adapted to very small enterprises and micro-enterprises, creators, and right holders, in order to make it clear that liability exemptions can only apply to genuinely neutral and passive online service providers, and not to services that play an active role in distributing, promoting and monetising content at the expense of creator. Highlighting the fact that piracy and counterfeiting remain a serious concern for the innovation sector, Members underlined the need to monitor and strengthen the application of existing enforcement rules across the EU, through the introduction of **tougher sanctions** and the promotion of a system of guarantees on traceability as a deterrent for counterfeiters as well as increasing the damages and compensation awarded to right holders.

Digitisation of the cultural and creative industries: Members emphasised the opportunities that new ICTs such as big data, cloud computing, the Internet of things offer the economy and society, especially when integrated with sectors such as CCIs. They stressed, however that, in order for CCIs to fully seize the potential for growth and jobs of new technologies, the completion of the Digital Single Market must be a priority. Digitisation and media convergence should create new opportunities for funding, and access, distribution and promotion of European works.

Working conditions in the cultural and creative sector: Members pointed out that the atypical employment (part-time and fixed-duration contracts, temporary work and economically dependent self-employment) of cultural and creative workers, specifically in the media and culture sector, is commonplace. They also underlined the need to remove obstacles to mobility of workers in this sector. They urged the Commission to provide an appropriate solution to improve mobility within the EU for CCI workers and ease visa procedures for exchanges with third countries.

The report also called for a legal and institutional framework for creative artistic activity through the adoption or application of a number of measures with respect to contracts, means of collective representation, social security, and sickness insurance.

Education, skills, and training: Members highlighted the potential of CCIs regarding youth employment and reindustrialization. They called on the Commission and Member States to include the CCIs in the Youth Employment Initiative and to provide funds to facilitate careers, entrepreneurship and training in this sector. They also called on the Commission and Member States to secure the preservation of **European savoir-faire** and to safeguard and promote the craft trades linked to the CCS, and place a stronger focus on vocational training and a highly skilled workforce in order to attract talent. Members called for measures to encourage carriers in this sector. They called, too, for the creation of a **European award** for creative and cultural industries.

Financing: Members called on the Commission to work on mainstreaming EU support for cultural and creative industries, including funding. They noted that the mid-term review of the MFF and the implementation reports of EU programmes should be regarded as two interconnected parts of the same process. Particularly in the case of Creative Europe, Horizon 2020 and the Structural Funds (ERDF and ESF), the role and impact of CCIs should be specifically evaluated and further promoted. Members stressed that this process should provide a solid and coherent basis for the revision of the MFF and the future EU programme's architecture post 2020.

In the meantime, Members called on the Commission to fully exploit potential synergies existing between EU policies, so as to effectively use the funding available under EU programmes – such as Horizon 2020, the Connecting Europe Facility, Erasmus +, EaSI, Creative Europe and COSME – and the European Structural and Investment Funds (ESIFs) to support more projects in the field of CCIs.

Lastly, Members called on the Commission to establish the CCIs as a horizontal priority within EU funding schemes and programmes, particularly in Horizon 2020, EaSI and the ESIFs.