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Ravello/Italia: L'economia della cultura nell'Europa a 27

Intervention October 2007:
The economy of culture in Europe –
Status quo and recommendations

3 Observations

Culture as a component of the European Union economy is not yet noticed neither of the policy, nor of the economy or the population as innovative and creative growth engine sufficiently - and leads therefore a „shadowy existence „

Cultural economy/Creative Industries gets in the European Union an increasingly more successful lobby in 2006-2009

The „Cultural economy/CI - Community" was a closed shop, which opens starting from 2007 outward

Quantifiable socio-economic impact of the cultural & creative sector (EU30)

TURNOVER



The sector turned over more than € 654 billion in 2003.

The turnover of the car manufacturing industry (1) was € 271 billion in 2001 and the turnover generated by ICT manufacturers was € 541 billion in 2003 (EU-15 figures) (2).

VALUE ADDED TO EU GDP



The sector contributed to 2.6% of EU GDP in 2003.

The same year:

- Real estate activities accounted for 2.1% of contribution to EU GDP
- The food, beverage and tobacco manufacturing sector accounted for 1.9% of contribution to EU GDP
- The textile industry accounted for 0.5% of contribution to EU GDP
- The chemicals, rubber and plastic products industry accounted for 2.3% of contribution to EU GDP (3)

CONTRIBUTION TO EU GROWTH



The overall growth of the sector's value added was 19.7 % in 1999-2003.

The sector's growth in 1999-2003 was 12.3% higher than the growth of the general economy.

EMPLOYMENT



In 2004 5.8 million people worked in the sector, equivalent to **3.1% of total employed population** in EU25.

Whereas total employment in the EU decreased in 2002-2004, employment in the sector increased (+1.85%)

- 46.8% of workers have at least a university degree (against 25.7% in total employment)
- The share of independents is more than twice as in total employment (28.8% against 14.1%)
- The sector records 17% of temporary workers (13.3% in total employment)
- The share of part-time workers is higher (one worker out of four, against 17.6% in total employment).

Reports in the EU about cultural economy (excerpt)

Creative Industries – Mapping Document	Exploitation and development...in the cultural sector...	Cultural report Nordrhein-Westfalen	Erster Österreichischer Kreativwirtschaftsbericht	The Economy of Culture in Europe
GB - 1998	EU 15 - 2001	D - 2001	AU - 2003	EU 27 - 2006
DCMS – London Kulturministerium	MKW Wirtschaftsforschung	Wirtschaftsministerium NRW	KMU Forschung Austria	KEA, MG MKW
Creative Industries (CI)	Kultureller Sektor	Kulturwirtschaft	Kreativwirtschaft	Kultur & Kreativ Sektor
First CI definition in EU	Own Panel with best practices	Report of a federal state	Creative-Cluster	Widest EU-Definition

EU-Cultural reports 2001 & 2006



Ausschöpfung und Entwicklung des Arbeitsplatzpotenzials im kulturellen Sektor im Zeitalter der Digitalisierung

SCHLUSSBERICHT - ZUSAMMENFASSUNG

im Auftrag der

Europäischen Kommission
Generaldirektion Beschäftigung und Soziales

erstellt von

MKW Wirtschaftsforschung GmbH, München

in Zusammenarbeit mit

**Österreichische Kulturdocumentation -
Internationales Archiv für Kulturanalysen, Wien**

empirica Delasasse, Köln

IINTERARTS, Barcelona

Economix Research & Consulting, München

WIMMEX AG, München

Juni 2001

THE ECONOMY OF CULTURE IN EUROPE



Study prepared for the European Commission
(Directorate-General for Education and Culture)

October 2006



With the support of:



- New Culture Programme
- Culture Programme: How to take part?
- Other Actions
- European Capitals of Culture (ECOCs)
- Intercultural Dialogue
- Information Sources

Welcome to the **Culture** website

Since its inclusion in the Treaty on the European Union, cultural cooperation has become a new community competency. The Culture site is aimed mainly at European cultural operators who want to set up cooperation projects with other European partners. Information on the numerous other EU policies for the promotion of culture is available on the European Culture Portal.



News this month

- ▶ Intercultural Dialogue (DE) **NEW!** Calls for proposals: terms and conditions of participation
- NEW!** Results of the "Call for ideas"! (DE) 2008, European Year of Intercultural Dialogue (DE)
- NEW!** ▶ The brochure (DE) for the launch of the New Culture Programme - (DE) New Culture Programme established by the Decision N° 1855/2006/CE
- Essen, Pécs et Istanbul désignated European Capitals of Culture
- NEW!** ▶ Study on the economy of culture in Europe
- NEW!** **Culture Programme (2007-2013)** Conditional calls for proposals **Support for cultural actions :** **UPDATED** EACEA 09/2006-EACEA 10/2006 Special Actions : Union prize scheme Cultural Heritage **Support for bodies active at European level :** **UPDATED** EACEA N° 06/ 2006
- ▶ The 2007 Communication on culture (DE) **NEW!** Results of the online consultation Public Hearing of 4 December (DE)
- ▶ Council's work plan for culture 2005/2006 (page 30)

CIRCLES	SECTORS	SUB- SECTORS	CHARACTERISTICS
CORE ARTS FIELD	Visual arts	Crafts Paintings – Sculpture – Photography	<ul style="list-style-type: none"> • Non industrial activities. • Output are prototypes and “potentially copyrighted works” (i.e. these works have a high density of creation that would be eligible to copyright but they are however not systematically copyrighted, as it is the case for most craft works, some performing arts productions and visual arts, etc).
	Performing arts	Theatre - Dance – Circus - Festivals.	
	Heritage	Museums – Libraries - Archaeological sites - Archives.	
CIRCLE 1: CULTURAL INDUSTRIES	Film and Video		<ul style="list-style-type: none"> • Industrial activities aimed at massive reproduction. • Outputs are based on copyright.
	Television and radio		
	Video games		
	Music	Recorded music market – Live music performances – revenues of collecting societies in the music sector	
	Books and press	Book publishing - Magazine and press publishing	
CIRCLE 2: CREATIVE INDUSTRIES AND ACTIVITIES	Design	Fashion design, graphic design, interior design, product design	<ul style="list-style-type: none"> • Activities are not necessarily industrial, and may be prototypes. • Although outputs are based on copyright, they may include other intellectual property inputs (trademark for instance). • The use of creativity (creative skills and creative people originating in the arts field and in the field of cultural industries) is essential to the performances of these non cultural sectors.
	Architecture		
	Advertising		
CIRCLE 3: RELATED INDUSTRIES	PC manufacturers, MP3 player manufacturers, mobile industry, etc...		<ul style="list-style-type: none"> • This category is loose and impossible to circumscribe on the basis of clear criteria. It involves many other economic sectors that are dependent on the previous “circles”, such as the ICT sector.

The „cultural sector“

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Definitions to be known...

Cultural Economy

Creative Industries

Cultural Class

NACE (Eurostat)

(Nomenclature statistique des Activités économiques dans la Communauté Européenne)

ISCO-88

(International Standard Classification of Occupations)

XXX

Dates & Facts in the EU

5,885 Mio. people employed in the EU
= 3,1 % of the total persons employed in the EU

654 Billion € turn-over
= Place 3 of the economic sectors of the European Union

Innovations from the Creative Industries are a
growth engine for the economy of the European Union

Above average high level of education and education of
the content workers in the culture economy

In 2004, **5.885 million** people worked in the cultural and cultural tourism sectors, equivalent to **3.1%** of the active employed population in the EU25.

Figure 4. Cultural and cultural tourism employment in the EU25 (in thousands)

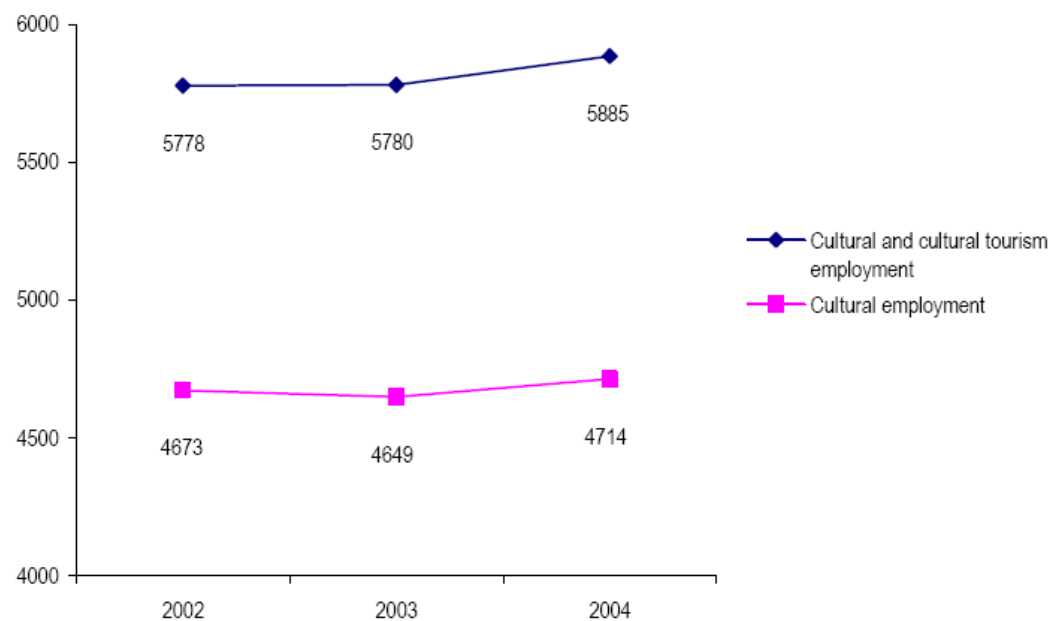


Figure 5. Total employment in the EU 25 (in thousands)

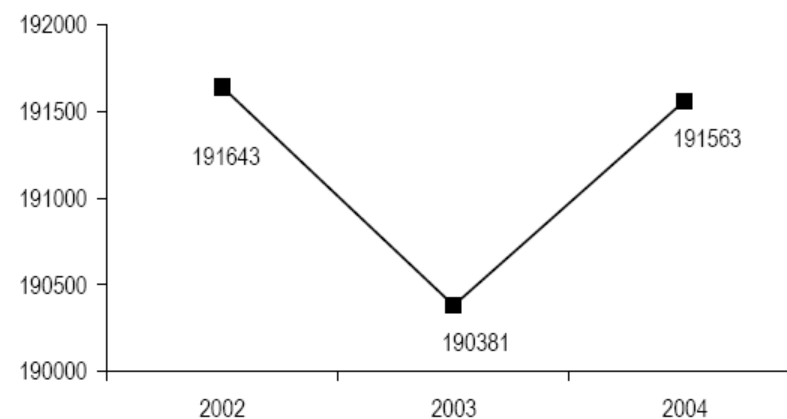
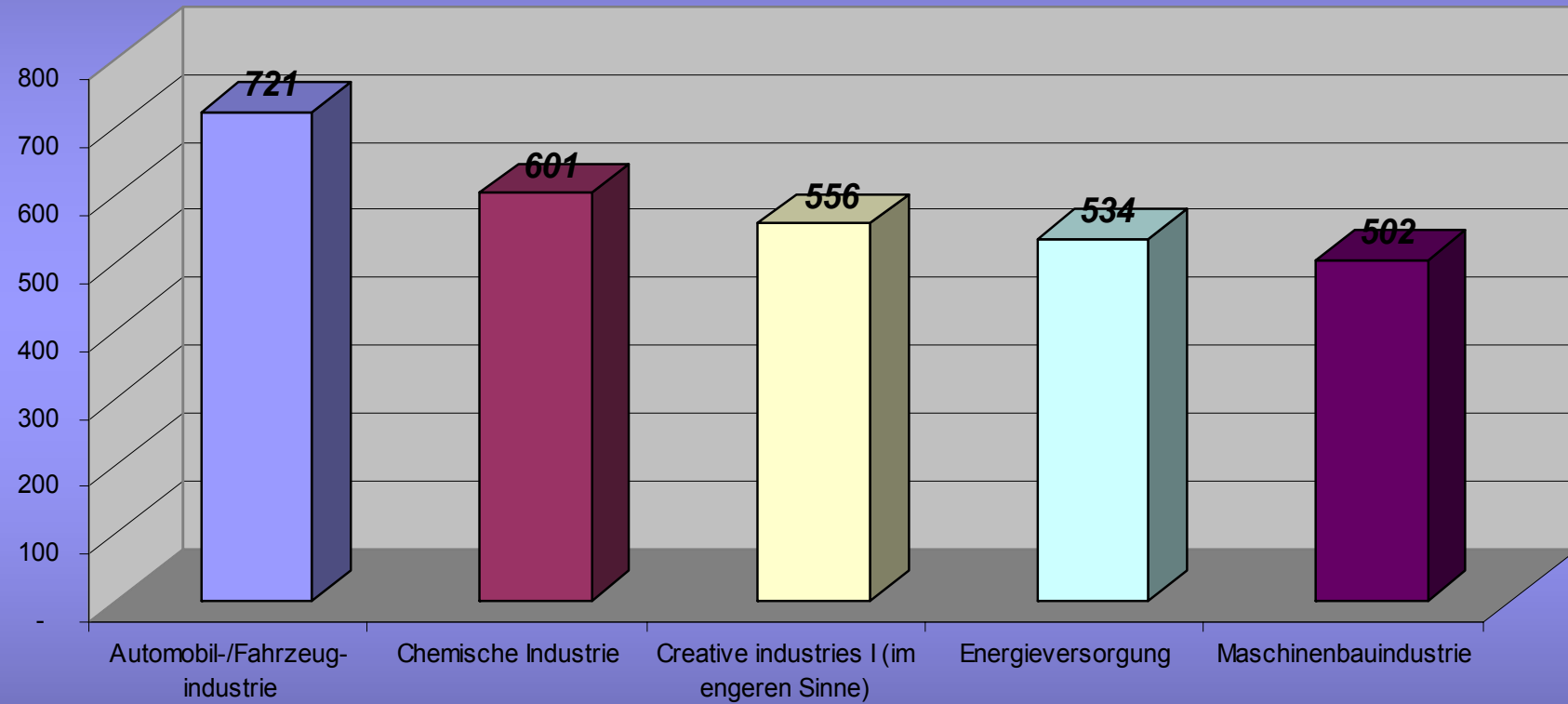


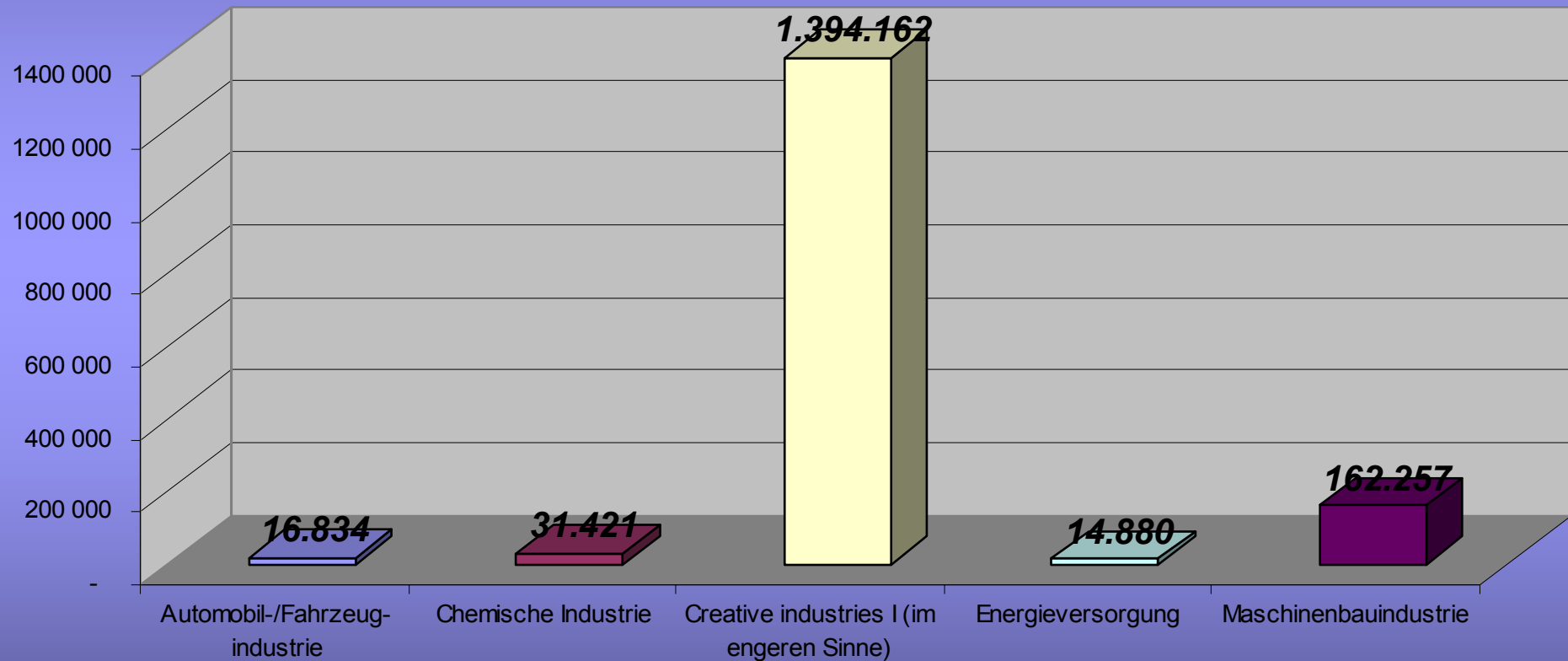
Table 7: Evolution of the “Cultural employment”, “Cultural and tourism employment” and “Total employment” in the EU25 from 2002 to 2004

	Evolution 2002-2004
Cultural employment	+ 0.88%
Cultural and cultural tourism employment	+ 1.85%
Total employment	- 0.04%

Grafik 1: Creative Industries in der EU-25 im Branchenvergleich nach Umsätzen in Mrd. € - 2002



Grafik 2: Creative Industries in der EU-25 im Branchenvergleich nach Anzahl der Unternehmen - 2002



Recommendations

Installation of an EU-wide Cultural network (ECN)
(ECN = European Culture Network)

Creation of the EU-wide Cultural Fonds Picasso
(by decision of EU Parliament + Commission)

EIB – Credit Facilities

EU-Fonds 2007-2013 should be used efficiently for CI!

Interreg-Programmes in cross-border regions should
Include culture budgets!

Integrating of the different Lobbies/interest groups of the
„Culture Community“ and insiders within the EU

European Culture Network – Goals



Establish and support the European Culture Network

Strengthen the Creative Industries labour market in the EU 25+ in the sense of the Lisbon Strategy → creating an information society for growth and employment

Establishing cross-border cooperations with enterprises and institutions who are active in the Creative Industries

A valid definition for the Creative Industries in the EU 25+

Improving the statistical survey in the EU 25+

Improving the popularity of Creative Industries in the private sector by the ECN-Web-page to receive better grants

Map: Possible ECN advisors in Europe



European Culture Network – Set-Up

Set-Up a network structure with ECN-consultants in each country of the EU 25+

1 ECN consultant per 10 million inhabitants, max. 5 per country
(→ 100 ECN-consultants in the EU 25+)

Internetportal ECN-online with administration through DG EAC
-with job-offers
-with ranking of Creative Industries in the EU 25+

Conference the ECN-award every 2 years in 3 categories:
-most innovative product
-exemplary enterprise
-cross-border and transnational cooperations

Americans for the Arts – best practices



Unitary definition for the Creative Industries in the industrial area of the United States, which is also used by the politics and industries

Unitary statistical survey for all states of the United States

Yearly statistics about the importance of the Creative Industries are upraised and clearly presented by a third party research institute

Americans for the Arts is financed by public and private resources

Americans for the Arts – Definition



I. Museums & Collections

- Museums
- Zoos and Botanical Gardens
- Historical Societies
- Planetarium

II. Performing Arts

- Music
 - Music groups
 - Orchestras
 - Composing & arranging
 - Recording & playback equipment
 - Recorded music sales
 - Studios
 - Concert management
 - Instruments (manufacture & distribution)
- Theater
 - Professional companies
 - Amateur companies
- Dance
 - Dance companies
- Opera
 - Opera companies
- Services & Facilities
 - Costume/scenery rental
 - Theatrical producers
 - Casting & booking agents
 - Ticket agencies
 - Performing arts centers
 - Dance halls & studios
 - Theatrical equipment
- Performers (not elsewhere classified)
 - Entertainers
 - Actors

III. Visual Arts & Photography

- Crafts
 - Stone, clay, & glass
 - Jewelry
 - Stained glass
 - Textiles
 - Home furnishing crafts
- Visual Arts
 - Artist studios
 - Art galleries
- Photography
 - Studios
 - Commercial photography
 - Photo finishing labs
 - Equipment

III. Visual Arts & Photography (cont.)

- Supplies & Services
 - Retail stores
 - Art dealers
 - Antique art stores
 - Services & supplies

IV. Film, Radio, & TV

- Motion Pictures
 - Production
 - Distribution
 - Services
 - Equipment
 - Theaters
 - Video tape rentals
- Television
 - Stations
 - Producers
- Radio
 - Stations
 - Producers
 - Disc jockeys

V. Design & Publishing

- Architecture
 - Architects
 - Architecture supplies
- Design
 - Commercial & industrial
 - Interior
 - House
- Publishing
 - Art periodicals
 - Arts publishing
 - Books
 - Book clubs
- Advertising
 - Ad agencies
 - Display products

VI. Arts Schools & Services

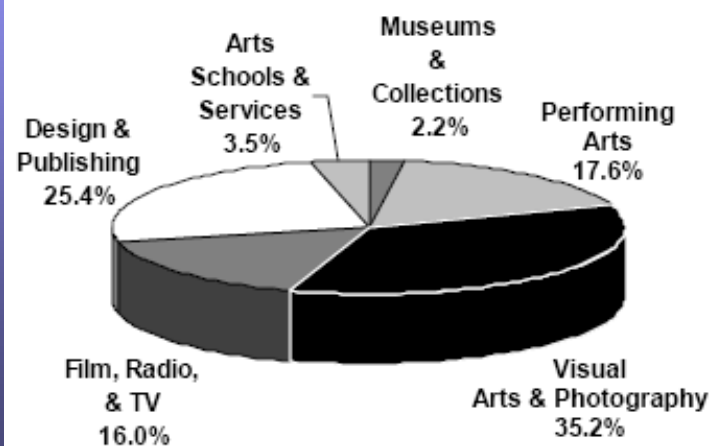
- Arts Councils
- School & Instruction
 - Art schools
 - Arts & crafts instruction
 - Dance schools & instruction
 - Music & drama schools
- Agents
 - Agents & brokers
 - Patents & licensing

Americans for the Arts – Scope & Size

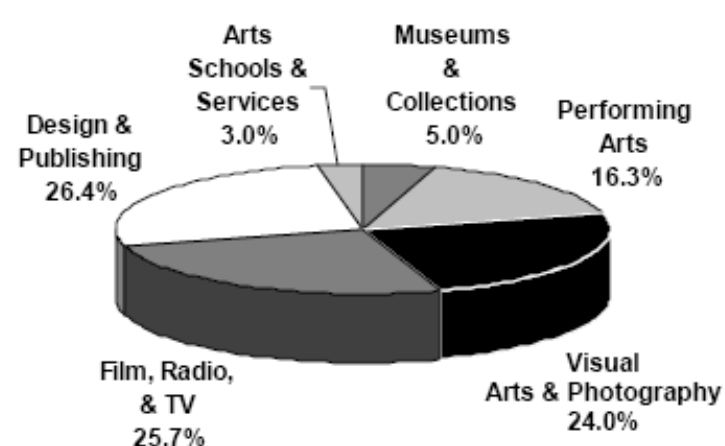


National Total for Six Creative Industry Sectors	Total Arts Businesses 2005	Total Arts Employees 2005
Museums & Collections	12,679	138,121
Performing Arts	101,828	482,489
Visual Arts & Photography	203,809	711,480
Film, Radio, & TV	92,716	762,811
Design & Publishing	147,005	781,787
Arts Schools & Services	20,450	89,205
Total	578,487	2,965,893

PERCENTAGE OF BUSINESSES BY ARTS SECTOR



PERCENTAGE OF EMPLOYEES BY ARTS SECTOR



Americans for the Arts – State ranking



2005 CREATIVE INDUSTRIES BY U.S. CONGRESSIONAL DISTRICT

AMERICANS
for the ARTS

Congressional District	ARTS BUSINESSES				ARTS EMPLOYEES			
	District Total Arts Businesses 2005	RANK	District Percent Change Arts Businesses (2004 to 2005)	National Percent Change All U.S. Businesses (2004 to 2005)	District Total Arts Employees 2005	RANK	District Percent Change Arts Employees (2004 to 2005)	National Percent Change All U.S. Employees (2004 to 2005)

ALABAMA

AL-01	786	360	4.80%	3.83%	3,570	326	0.79%	-1.90%
AL-02	697	393	6.25%	3.83%	4,557	267	3.03%	-1.90%
AL-03	580	422	7.61%	3.83%	2,478	406	-11.88%	-1.90%
AL-04	488	431	1.04%	3.83%	1,611	436	-7.73%	-1.90%
AL-05	938	314	11.27%	3.83%	4,745	252	3.58%	-1.90%
AL-06	1,125	235	6.64%	3.83%	5,020	232	6.20%	-1.90%
AL-07	819	349	3.41%	3.83%	4,199	292	-5.85%	-1.90%

ALASKA

AK-01	1,368	151	2.17%	3.83%	5,368	212	-2.35%	-1.90%
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ARIZONA

AZ-01	1,131	233	3.48%	3.83%	3,303	342	5.87%	-1.90%
AZ-02	770	365	12.08%	3.83%	2,801	386	9.37%	-1.90%
AZ-03	1,470	123	2.51%	3.83%	6,132	154	-5.49%	-1.90%
AZ-04	1,076	260	1.13%	3.83%	9,249	61	-0.37%	-1.90%
AZ-05	2,140	37	3.58%	3.83%	9,050	66	-4.04%	-1.90%
AZ-06	914	320	9.59%	3.83%	2,890	381	9.22%	-1.90%
AZ-07	772	364	5.32%	3.83%	5,370	209	11.46%	-1.90%
AZ-08	1,223	190	7.37%	3.83%	4,156	293	-6.61%	-1.90%

ARKANSAS

AR-01	597	417	4.37%	3.83%	2,453	408	3.98%	-1.90%
AR-02	1,083	257	4.64%	3.83%	5,530	190	1.60%	-1.90%

1. DATES

- ✓ § 151 EU-Treaty as legal base
- ✓ 2007-13 Culture Programme voted 12/2006
- ✓ -Lissabon Agenda includes Cultural Economy/Digital Industries
- ✓ „Cultural Diversity“ is part of the EU/UNESCO Agenda
- ✓ European year 2008 of „Intercultural Dialogue“ needs projects like ECN
- ✓ Basis reporting of Digital Cultural activities/statistics available by the member states
- ✓ Cultural Economy/Creative Industries = innovative job motor for EU30
- ✓ Most enterprises are Micro- + SME's = offer the main work force
- ✓ Digital Culture is a steady growing economical sector + content deliverer for related branches
- ✓ Financed by EAC + Private Digital Industry (Cost minimization/self sustaining)

2. GOALS

- ✓ Promote + Strengthen the Digital Culture/Economy in the EU30
- ✓ Mobility of people and works
- ✓ Creating the Cultural Information Society for growth + employment
- ✓ Identify + inform (Ranking) about the latest trends + successes in the Digital Culture
 - new innovative sectors
 - new job-descriptions + training
 - self-sustaining cultural projects
- ✓ Development of reliable data base = „EU Creativity Indicator“
- ✓ Realise Lissabon via ECN networking
- ✓ Making "the EU the world's most dynamic and competitive economy" by 2010
- ✓ Realise + integrate the target groups of the „12 sectors Cluster“ of the study ecocult 06
- ✓ Support + initialise transnational + cross border cooperation within the EU30
- ✓ Maximise the use of EIB and EIF financial instruments in favour of the „creative class“
- ✓ Boost R&D spending by governments, enterprises and universities in ICT industries
- ✓ Culture promotes European Integration
- ✓ Culture and innovation = attracting investments, creative talents & tourism
- ✓ Strengthen Cultural Tourism & Heritage = one of EU most successful industries

3. TOOLS

- ✓ ECN is the EAC network for Digital Culture
- ✓ 100 ECN-desks and 100 ECN-advisers in EU30
- ✓ EAC (deciding body) & Administrator (acting body)
- ✓ Bi-annual Eurostat Culture report (NACE)
- ✓ EU27 Transfer of good practice
- ✓ Curriculum for advanced continuous training of the ECN-advisers (EAC&Admin.)

4. TO DO's

- ✓ Time-table
- ✓ Tasks & Specification book
- ✓ Pre-Examination including institution building proposals
- ✓ Job Submission for Pre-Examination
- ✓ Sponsoring Possibilities
- ✓ Create an ECN dummy

ECN Kick-Off

Start Up

Running

2007

2008

2009-...

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