

Modernising Cultural and Creative Industries within the EU: Discussing the New European Agenda for Culture



Wednesday 6th February 2019

Thon Hotel, Brussels City Centre



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Overview

Cultural and Creative sectors occupy a significant place in today's European economy, by contributing to innovation, investment, digital modernisation and cultural tourism. The Cultural and Creative Industries (CCIs) generate indeed around €509 billion per year, representing 5.3% of the EU's total GDP and employ 12 million full-time jobs, which constitutes 7.5% of the EU's employment and the third largest employer sector in the EU (European Commission, 2018). More than the economic value added to the EU's GDP, cultural and creative sectors promote the European culture within and beyond the EU's borders. In a political context characterised by the questioning of the European project, cultural and creative sectors have the potential to strengthen the European identities, cultural diversity and values; favour the critical thinking and build bridge between art, culture, business and technology in order to bring the European citizens closer.

In the last years, the EU has developed various projects in the framework of the 2015-18 Work Plan for Culture and the 2020 Horizon programmes to finance and support Cultural and Creative Industries. However, market fragmentation, insufficient access to finance and uncertainties in salaries conditions continue to undermine the cultural participation and development. In response to the Council's invitation to do more in the cultural sector, in May 2018 the European Commission adopted a proposal for a New European Agenda for Culture. The New Agenda aims to harness the power of culture and cultural diversity for social cohesion; bolster the common European identity; support jobs and growth in cultural and creative sectors and to strengthen international cultural relations.

With the evolution of globalisation and digitalisation in modern life, the New European Agenda for Culture embraces the innovation in cultural and creative sectors. This goes with the adaptation of education and training to address the technological and business skills deficit and bring about evolution in the cultural sector. Moreover, it is currently assessed that there is a need for continuous assessment to ensure that the regulatory framework complies with intellectual property rights, consumer protection, online distribution and the establishment and operation of business rules in a digital era.

This timely symposium will evaluate recent initiatives and policy developments in the field of Cultural and Creative Industries from the EU to tackle the emerging challenges to the sector. Participants will exchange views, perspectives and good practices on the possible strategies to tackle these challenges, and will debate the role of CCIs in national politics, education, international communication and social inclusion.

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium



Why Attend?

- ✓ Find out about the European initiatives to boost the CCIs sector, such as the New Agenda for Culture of 2018.
- ✓ Discuss the CCIs' role in creating social cohesion and mutual identity within the EU
- ✓ Explore ways to adapt to the changes in the creative and cultural sectors in a global and digital era
- ✓ Identify ways to get access to the European market for companies operating in the CCIs
- ✓ Analyse methods to tackle current challenges in the cultural sectors such as artists' mobility and contract stability
- ✓ Learn from good practices of other members states aimed at supporting the creative and cultural sectors based on cultural exchanges

Who Should Attend?

- Local Authorities
- Licensing Officers
- Programme Managers
- Project Managers
- Publishers Associations
- Broadcasters Associations
- Artists Associations
- Performing Arts Associations
- Civil Society Representatives
- Archives
- Libraries
- Museums and Galleries
- Tourism Offices
- Collecting Societies
- Authors
- Architectural Firms
- Executive Directors
- Arts and Entertainment Companies
- IP Law Experts
- Copyright Law Experts
- Media Experts
- Internet and E-Commerce Experts
- National Governmental Organisations
- Legal Advisers
- Local and Regional Government Departments and Bodies
- Regulatory Bodies
- Third Sector Practitioners
- Private Sectors Employers
- Public Sector Employers
- Campaigning Organisations

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Programme

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| 09:15 | Registration and Morning Refreshments |
| 10:00 | Chair's Welcome and Opening Remarks |
| 10:10 | Analysing the European Legislative Framework: Facilitating European Cultural and Creative Industries Development within and outside the EU |
| | <ul style="list-style-type: none">• Assessing the EU Current Framework and Projects for Cultural and Creative Industries• Discussing the Commission's Proposal for a New European Agenda for Culture• Meeting Financing Needs: Optimising Available Funding• Supporting the European CCI's Abroad to Ensure a Comprehensive International Cultural Representation |
| 10:50 | First Round of Discussions |
| 11:30 | Morning Coffee Break |
| 11:40 | Strengthening the Cultural and Creative Sectors Across the Member States |
| | <ul style="list-style-type: none">• Exploring the Dynamics of a Changing Market: Reducing the Market Fragmentation• Addressing Opportunities for Small Innovative Companies and Obstacles for the Traditional Ones• Addressing Cross-Border Challenges: Ensuring Mobility and Secure Working Conditions for Culture Professionals• Assessing and Sharing Good Practices in National and Local Levels• Recognising the Potential of Culture and Creativity for a Sustainable Economic Development, Peace and Tolerance |
| 12:20 | Second Round of Discussions |
| 13:00 | Networking Lunch |
| 13:30 | Modernising and Innovating Cultural and Creative Sectors in a Digital Era |
| | <ul style="list-style-type: none">• Realising the Potential of Digital Cultural Heritage in Creating Social Cohesion and Innovation• Facilitating the Creativity Process: Towards more Effective Cultural and Creative Sectors• Looking into the Changes in Author Rights Management, Remuneration and Producer-Client Relations• Boosting Synergies between Education and Culture by Strengthening Technological and Business Skills Needed in CCI Sectors |
| 14:00 | Third Round of Discussions |
| 14:40 | Afternoon Coffee Break |
| 15:20 | Chair's Summary and Closing Comments |
| 15:30 | Networking Reception |
| 16:00 | Close |

Please note that the programme is subject to change without notice

Event Details

Date: Wednesday 6th February 2019
Time: 10:00am – 4:30pm
Venue: Central Brussels



Speakers Include:

Ignasi Guardans, Chairman and CEO, Culture and Media Agency Europe (CUMEDIAE)

Grégoire Polad, Director General, Association of Commercial Television in Europe

Forthcoming Events

Health and Care in a Digitising World: Integrating eHealth into Public Healthcare Systems
16th January 2018

Reinforcing Cyber Security in the EU: Building Coordinated Security, Confidence and Capability in the Cyber Domain
17th January 2018

Enhancing Mental Health and Well-Being: Promoting Mental Well-Being and Preventing Mental Ill Health at the Workplace
23rd January 2019

Ensuring Intellectual Property Rights in a Digital Age: Discussing the New EU Copyright Reforms Package
24th January 2019

Food Safety in the EU: Maintaining High Standards and Ensuring Transparency of Information
29th January 2019

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