



Culture's contribution to regional development: evidence from the Structural Funds



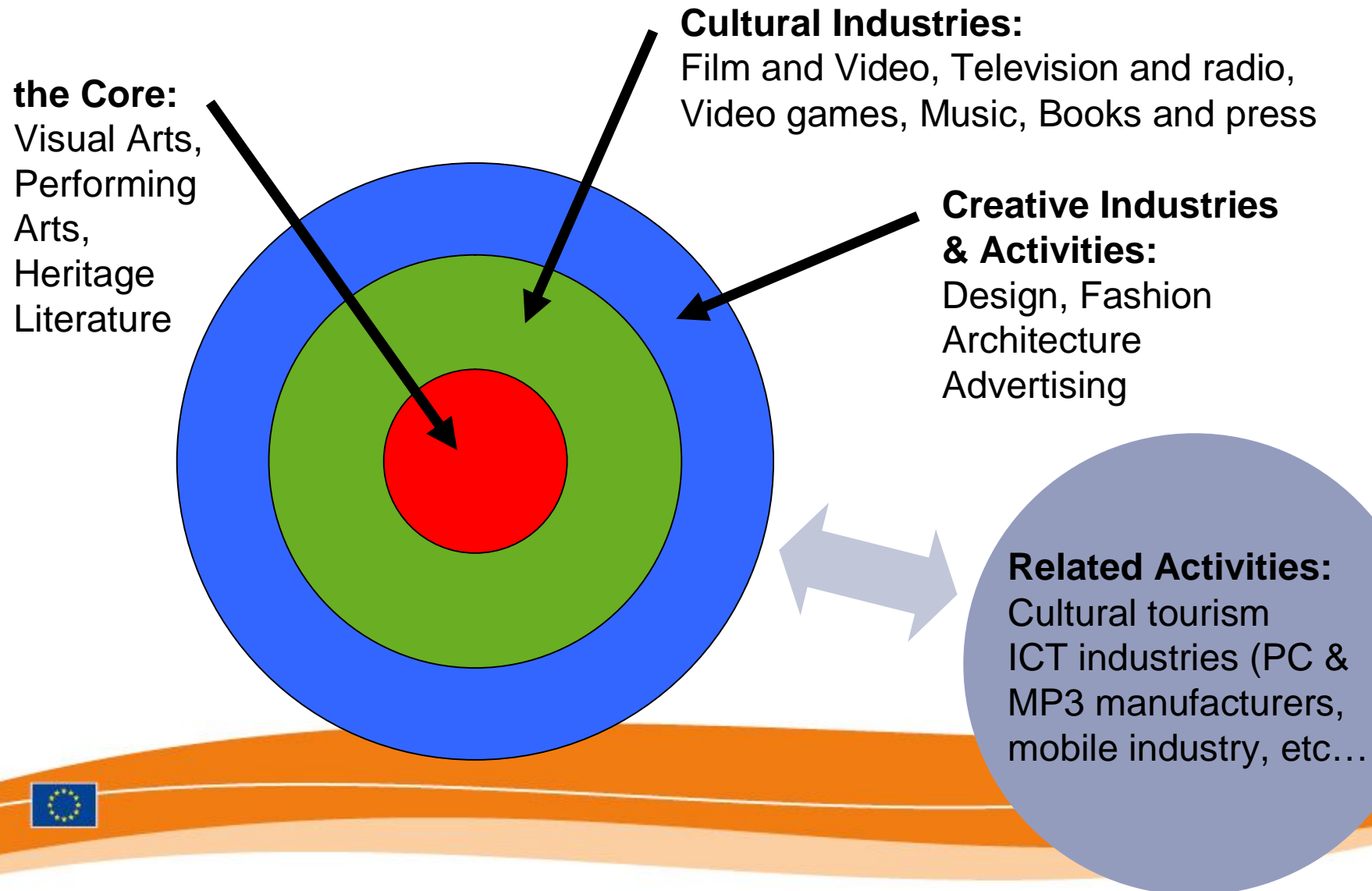
Culture as strategic investment for EU regions?



- **catalyst for economic development**
- **engine for creativity and innovation in knowledge society**
- **tool for social and territorial cohesion**



Which Culture?



European Agenda for Culture



First policy framework for culture at EU level

- Shared policy objectives
 - ✓ *promote cultural diversity and intercultural dialogue*
 - ✓ *promote culture as catalyst for creativity*
 - ✓ *promote culture in international relations*
- New working methods
- Outputs for culture and regional development
 - ✓ *Study on culture and regional development*
 - ✓ *Green Paper on unlocking the potential of cultural and creative industries*
 - ✓ *Council Conclusions on culture and regional development (May 2010)*



Study on the contribution of culture to regional development – evidence from Structural Funds



- ✓ **Covers programming periods since 2000**
- ✓ **Provides evidence on culture-based investments through the Structural Funds (more than 50 case studies from EU 27)**
- ✓ **Outputs: study & online information kit**
- ✓ **Objective: Strengthen culture in implementation and future development of cohesion policy**



Culture-based investments & Cohesion policy - 1 -



✓ **Relevant to all types of regions**

✓ **What investments?**

- **'classic investment'**

(cultural heritage, infrastructure, urban regeneration/rehabilitation of physical environment, tourism, cultural services)

- **entrepreneurship**

(CCI, clustering, technology development and transfer, incubators)

- **cultural resources/intellectual assets and property**

(education, media & entertainment, marketing, digital technology, creative content online)

- **value creation**

('branding'/image creation, intangible assets, property development)

- **improving human capital**

(competences, social inclusion, access to labour market)



Culture-based investments & Cohesion policy – 2 -



- ✓ **Integrated development strategies (bottom-up, cross-sectoral)**
- ✓ **Culture-based development (sequential, flexible, longterm)**

Core components

***political leadership
creating the foundation
sound development
exploiting creative advantages
proper support
flying high***



CULTURE AS POLICY OPTION FOR LOCAL DEVELOPMENT



- ✓ Resources under Structural Funds not commensurate with size and growth potential of sector
- ✓ Tap into full potential of cultural & creative sectors – *New areas for consideration: entrepreneurship, knowledge economy, innovation, employment, social inclusion*
- ✓ Advocacy and communication
- ✓ Capacity building within cultural and creative sector
- ✓ Identification and exchange of best practice at European level
- ✓ Evaluation, impact assessment, evidence





Thank you for your attention !

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http://ec.europa.eu/culture/our-policy-development/doc399_en.htm

