



**COUNCIL OF  
THE EUROPEAN UNION**



**Work Plan for Culture 2011-2014  
- Conclusions of the Council and of the representatives of  
the governments of the member states, meeting within  
the Council -**

*3046th EDUCATION, YOUTH, CULTURE and SPORT Council meeting  
Brussels, 18 and 19 November 2010*

The Council adopted the following conclusions:

"THE COUNCIL OF THE EUROPEAN UNION AND THE REPRESENTATIVES OF THE GOVERNMENTS OF THE MEMBER STATES, MEETING WITHIN THE COUNCIL,

1. Recalling the objectives assigned to the European Union in the field of culture by Article 167 of the Treaty on the Functioning of the European Union;
2. Recalling the Resolution of the Council of 16 November 2007 on a European Agenda for Culture<sup>1</sup> and its strategic objectives, namely the promotion of cultural diversity and intercultural dialogue, the promotion of culture as a catalyst for creativity in the framework of the Lisbon strategy for growth, employment, innovation and competitiveness, and the promotion of culture as a vital element in the Union's international relations;
3. Having regard to the Commission Report of 19 July 2010 on the implementation of the European Agenda for Culture<sup>2</sup> and the accompanying Staff Working Document<sup>3</sup>;
4. Convinced that culture can contribute to the achievement of the objectives of Europe 2020, a strategy for smart, sustainable and inclusive growth<sup>4</sup>;

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<sup>1</sup> OJ C 287, 29.11.2007, p. 1.

<sup>2</sup> COM(2010) 390 final.

<sup>3</sup> SEC(2010) 904.

<sup>4</sup> European Council Conclusions, 17 June 2010 (EUCO 13/1/10 REV 1).

**P R E S S**

5. Considering that the Council Work Plan for Culture 2008-2010, in particular through its use of the open method of coordination (OMC), constituted a new and important stage in the development of Member State cooperation on culture, improving the coherence and visibility of European action in this field, while underlining the horizontal role of culture;
6. Taking note of the results of the work carried out in the framework of the Council Work Plan for Culture 2008-2010 and notably the identification and sharing of good practices by the working groups established by the Member States as well as the recommendations of these groups;
7. Sharing the view that the work plan in Annex I should draw on this work and the resulting recommendations and cover a period of four years, allowing for a mid-term review,

**AGREE:**

- To adopt, with due regard for the principle of subsidiarity, the Work Plan 2011-2014 as set out in Annex I as well as the principles relating to the setting up and functioning of the working groups established by the Member States as set out in Annex II,
- To establish working groups composed of experts nominated by the Member States on the basis of the principles and mandates defined in Annexes I and II and to follow their work,
- To pursue the priority areas of the Work Plan as set out in Annex I :
  - o Priority area A: Cultural diversity, intercultural dialogue and accessible and inclusive culture;
  - o Priority area B: Cultural and Creative Industries;
  - o Priority area C: Skills and mobility;
  - o Priority area D: Cultural heritage, including mobility of collections;
  - o Priority area E: Culture in External Relations;
  - o Priority area F: Culture Statistics.

These priority areas will focus on the achievement of concrete and useable results, in particular as regards the working groups.

INVITE THE COMMISSION AND THE MEMBER STATES TO :

- regularly consult and inform the stakeholders on the progress of the Work Plan, the results achieved and the implementation of the recommendations of the working groups in order to ensure the relevance and visibility of the activities,
- undertake a mid-term review of the implementation of the Work Plan with a view to possible adaptations or reorientation in the light of results achieved and policy developments at EU level,

INVITE THE COMMISSION AND THE PRESIDENCIES OF THE COUNCIL TO :

- update the Member States on initiatives in other policy areas of the Commission and/or the Council impacting on culture,

INVITE THE PRESIDENCIES OF THE COUNCIL TO :

- take into account, in the context of the trio Presidency, the Work Plan priorities when developing their programme, to report on the implementation of the Work Plan and to build upon the results achieved,
- in particular, organise, when appropriate:
  - a meeting of senior officials of Ministries of Culture with a view to discussing and taking up the results obtained in the Work Plan,
  - a joint informal meeting of senior officials of Ministries of Culture and senior officials responsible for culture in Ministries of Foreign Affairs, with a view to developing a strategic approach to culture in external relations and enhancing cooperation in this field,
- consider organising, in the context of the implementation of the Work Plan, meetings of senior officials of Ministries of Culture and senior officials from other policy domains,

## INVITE THE COMMISSION TO :

- regularly inform, on the one hand, the Member States of the work of the civil society structured dialogue platforms and, on the other, inform these platforms of the work carried out in the context of the Work Plan,
- organise an annual meeting with candidate countries, members of the European Free Trade Association and other countries participating in the Culture programme, in order to inform them of the work carried out in the context of the Work Plan and to allow a discussion with Member States, the chairs of the working groups and the Commission,
- adopt, before the end of the first half of 2014 and on the basis of voluntary contributions from Member States, a final report on the implementation and relevance of the Work Plan. This report will be the basis for the preparation of the next Work Plan during the second half of 2014,

## WELCOME

The intention of the Commission to support Member States' actions in implementing the Work Plan as set out in Annex I.

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| <p align="center"><b>Priority Area A : Cultural diversity, intercultural dialogue and accessible and inclusive culture</b><br/> <i>European Agenda for Culture - Promotion of cultural diversity and intercultural dialogue (strategic objective 1)</i><br/> <i>Europe 2020 - inclusive growth (priority 3)</i></p> |  |   |   |
|---|--|---|---|
| <i>Actions by</i>   | <i>Topics</i>  | <i>Instruments and working methods</i>  | <i>Target outputs and indicative timeline</i>   |
| Member States   | <p><u>Topic N° 1</u> : The role of public arts and cultural institutions in the promotion of :</p> <p>i) better access to and wider participation in culture</p> | <p>Working group of Member State experts (OMC)<sup>5</sup>.</p> <p>Experts will identify policies and good practices of public arts and cultural institutions to promote better access to and wider participation in culture, including by disadvantaged groups and groups experiencing poverty and social exclusion<sup>6</sup>.</p> | <p>2011-2012.<br/>           Identification of policies and good practice manual for public arts and cultural institutions.</p> |

<sup>5</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

<sup>6</sup> See also Council conclusions of 18 November 2010 on the role of culture in combating poverty and social exclusion (15448/10).

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|               | ii) cultural diversity and intercultural dialogue  | Experts will identify policies and good practices in creating spaces in public arts and cultural institutions to facilitate exchanges among cultures and between social groups, in particular by highlighting the intercultural dimension of the heritage and by promoting artistic and cultural education and developing intercultural competences.  | 2012-2013.<br>Identification of policies and good practice manual for public arts and cultural institutions. |
| Member States | <u>Topic N° 2</u> : Development of the key competence "Cultural awareness and expression" <sup>7</sup> . | Working group of Member State experts (OMC) <sup>8</sup> .<br><br>Experts <sup>9</sup> will identify good practices for the development of this key competence and its integration into education policies, on the basis of knowledge and attitudes identified in the Recommendation of the European Parliament and of the Council of 18 December 2006 on key competences for lifelong learning <sup>10</sup> . | 2013-2014.<br>Good practice manual for culture and education authorities at national and European level.     |

<sup>7</sup> Building on the June 2010 recommendations of the OMC Working Group on developing synergies with education, especially arts education (Work Plan for Culture 2008-2010).

<sup>8</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

<sup>9</sup> The composition of the group will be a key factor in ensuring that its results can be taken up in the context of a future work cycle under the ET 2020 (strategic framework for European cooperation in education and training); the participation of experts from ministries of education will therefore be recommended. The group will be supported by relevant Commission services.

<sup>10</sup> OJ L 394, 30.12.2006, p. 10.

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| Commission | Promotion of culturally inclusive cities. | The Commission will identify good practices and instruments to promote culturally inclusive cities, building on the results of projects co-funded by the EU on management of diversity in cities <sup>11</sup> .  | 2011 onwards.<br>Identification of good practices.   |
| Commission | Promotion of multilingualism.             | Study on the potential of subtitling to encourage foreign language learning : the study aims to assess the way(s) and degree to which the use of subtitles encourages and facilitates foreign language learning and contributes to the mastery of foreign languages, thereby leading to a more language-friendly environment, notably by highlighting the cultural dimension. | Final report expected during second quarter of 2011. |

<sup>11</sup> Including Intercultural Cities (co-funded by the Culture Programme), OPEN Cities (co-funded by Urbact II) and CLIP (Cities for Local Integration Policies – co-funded by Eurofound) network.

**Priority Area B : Cultural and Creative Industries (CCIs)**  
*European Agenda for Culture - Promotion of culture as a catalyst for creativity (strategic objective 2)*  
*Europe 2020 - smart and sustainable growth (priorities 1 and 2)*

| <i>Actions by</i> | <i>Topics</i>  | <i>Instruments and working methods</i>   | <i>Target outputs and indicative timeline</i>  |
|-------------------|--|--|--|
| Member States     | <u>Topic N° 1</u> : Strategic use of EU support programmes, including structural funds, to foster the potential of culture for local and regional development and the spill-over effects of CCIs on the wider economy. | Working group of Member State experts (OMC) <sup>12</sup> .<br><br>Experts will identify, compare and model good practices in this field for the attention of both managing authorities and cultural sector operators, including in particular CCIs, building on the Council Conclusions of 10 May 2010 <sup>13</sup> and on the study on culture's contribution to regional and local development.<br>Experts will also examine the spill-over effects of the CCIs on the wider economy, particularly in terms of innovation, and the potential for making better use of EU support programmes to foster these effects. | 2011.<br>Policy handbook.<br>Reflection on a joint EU-wide awareness raising initiative by the Commission and Member States to promote the integration of culture in regional and local development policies and to support smart specialisation strategies. |

<sup>12</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

<sup>13</sup> Council conclusions of 10 May 2010 on the contribution of culture to local and regional development (OJ C 135, 26.5.2010, p. 15).

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| Member States | <u>Topic N° 2</u> : CCI export and internationalisation support strategies.                           | Working group of Member State experts (OMC) <sup>14</sup> .<br><br>Experts will identify good practices on export and internationalisation support for CCIs.  | 2012-2013<br>Good practice manual.                    |
| Member States | <u>Topic N° 3</u> : Good practices on financial engineering for SMEs in cultural and creative sector. | Working group of Member State experts (OMC) <sup>15</sup> .<br><br>Experts will develop a manual for the attention of both CCIs funding providers and the users of funds, based on an analysis of existing funding mechanisms and tax measures prepared by two EC-commissioned studies <sup>16</sup> . This work will take into account other actions launched in this field at European level as announced in the Commission Green Paper "Unlocking the potential of cultural and creative industries" <sup>17</sup> . | 2013-2014.<br>Good practice manual with case studies. |

<sup>14</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

<sup>15</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

<sup>16</sup> "The entrepreneurial dimension of the cultural and creative industries", Utrecht School of the Arts, October 2010, and "Access to finance activities of the European Creative Industry Alliance", Jenny Tooth, January 2010.

<sup>17</sup> COM(2010) 183 final.

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| Commission | Follow-up to the Green paper "Unlocking the potential of cultural and creative industries". | The Commission will examine the results of the public consultation and will publish by the end of 2010 an analysis of the contributions received with a view to proposing during the first semester of 2011 an initiative on the promotion of, and support for, CCIs.  | 2011 onwards. |
| Commission | Establishment of the "European Creative Industries Alliance".                               | The Commission will establish the "European Creative Industries Alliance", based on close collaboration between its services, including DG Enterprise.   | 2011 onwards. |
| Commission | Promotion of cultural tourism as a driver for sustainable social and economic development.  | In the context of the Commission Communication on the new policy context for tourism in Europe <sup>18</sup> , the Commission will establish close collaboration between its services, including DG Enterprise, in order to promote the development of cultural tourism and related industries and to identify good practices in sustainable management of cultural tourism, including tangible and intangible heritage, in an integrated regional development strategy. | 2011 onwards. |

<sup>18</sup> COM(2010) 352 final.

**Priority Area C : Skills and mobility**

*European Agenda for Culture - Promotion of cultural diversity and intercultural dialogue and promotion of culture as a catalyst for creativity  
(strategic objectives 1 and 2)*

*Europe 2020 - smart, sustainable and inclusive growth (priorities 1, 2 and 3)*

| <i>Actions by</i> | <i>Topics</i>                                    | <i>Instruments and working methods</i>  | <i>Target outputs and indicative timeline</i>   |
|-------------------|--|---|---|
| Member States     | <u>Topic N° 1</u> : Mobility support programmes. | <p>Working group of Member State experts (OMC)<sup>19</sup>.</p> <p>Experts will screen and assess mobility support programmes and schemes in order to identify barriers and problems faced in particular by small-scale culture operators and by young artists and culture professionals, building on the 2008 "Mobility Matters" study. Experts will also identify good practices to overcome these difficulties.</p> | <p>2011-2012.<br/>Screening results, identification of barriers and good practices.</p> |

<sup>19</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

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| Member States | <u>Topic N° 2</u> : Promotion of creative partnerships <sup>20</sup> . | <p>Working group of Member State experts (OMC)<sup>21</sup>.</p> <p>Experts will identify and model the types of successful partnerships and practices, including their positive impacts.</p>  | <p>2012-2013.</p> <p>Policy handbook.</p> <p>Reflection on a joint EU-wide initiative by the Commission and by national, regional and local partners in the Member States, to encourage creative partnerships.</p> |
| Member States | <u>Topic N° 3</u> : Artists' residencies.                              | <p>Working group of Member State experts (OMC)<sup>22</sup>.</p> <p>Experts will identify the success factors in preparing, carrying out and following up artists' residencies with a specific focus on building capacity and on the goal of reducing imbalances in incoming / outgoing residencies. The good practices identified should help build capacity both inside the EU and when developing residencies in third countries, as well as facilitating networking at EU level.</p> | <p>2013-2014.</p> <p>Good practice manual on preparing, organising and following-up residencies, establishing networks and support mechanisms.</p>   |

<sup>20</sup> "Creative partnerships" between culture and sectors such as education and training, business, research or the public sector, help transfer creative skills from culture into other sectors.

<sup>21</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

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| Commission | Identification and development of skills through culture sector councils <sup>23</sup> . | The Commission will explore, based on close collaboration between its services, including DG Employment and Social Affairs, the possibilities of establishing culture sector councils at EU-level<br>These councils will support development of policies in the sector concerned by providing analysis of likely developments on the sectoral labour market and by better meeting the skills needs of this sector. | 2011 onwards.<br>Exchange of information and good practices. |
| Commission | Promotion of media literacy.   | Study on media literacy : the study will test and refine criteria to assess media literacy levels in all Member States, in accordance with the requirement in the Audiovisual Media Services Directive <sup>24</sup> for the Commission to report on media literacy levels in Member States.   | 2010-2011  |

<sup>22</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

<sup>23</sup> Sector councils on employment and skills at EU-level are composed of key stakeholders of a particular economic sector including representatives from trade unions and employer organisations, members of education and training systems as well as other actors such as those involved in economic development.

<sup>24</sup> OJ L 95, 15.4.2010, p. 1.

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| Commission | Further development of proposals for information standards in the field of mobility.              | A Commission-convened expert group will develop proposals for information standards on the basis of the recommendations produced in June 2010 by the OMC Working Group on mobility of culture professionals (Work Plan for Culture 2008-2010). The Commission will submit a proposal for a Council Recommendation on Mobility Information Services in 2011. | 2011.<br>Detailed proposal of information and advice service content and standards. |
| Commission | Analysis of administrative practices on artists' mobility (including visa, tax, social security). | The Commission will organise thematic seminars bringing together Member States' authorities, Commission services and "end users" and will facilitate exchange of information and of good practices.   | 2011-2014.<br>Good practice manual for national authorities.                        |

| <b>Priority Area D : Cultural heritage including mobility of collections</b><br><i>European Agenda for Culture - Promotion of cultural diversity and intercultural dialogue (strategic objective 1)</i><br><i>Europe 2020 - sustainable and inclusive growth (priorities 2 and 3)</i> |   |   |  |
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| <i>Actions by</i>   | <i>Topics</i>   | <i>Instruments and working methods</i>  | <i>Target outputs and indicative timeline</i>  |
| Member States   | Examination of ways and means to simplify the process of lending and borrowing. | Working group of Member State experts (OMC) <sup>25</sup> .<br><br>Experts will identify good practices on all relevant issues in the context of mobility of collections. | 2011-2012.<br>Toolkit (including good practice guidelines, templates and "user guides") on state indemnity provision.<br>Good practice manual for national authorities on other relevant issues. |

<sup>25</sup> The principles relating to the setting up and functioning of the working groups can be found in Annex II.

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| <p>Member States and Commission</p> | <p>Follow-up to the digitisation of cultural heritage, including film heritage.</p> | <p>The Commission's Reflection Group (<i>comité des sages</i>) will by end 2010 present recommendations for the digitisation, online accessibility and preservation of Europe's cultural heritage in the digital age.</p> <p>Member States' Expert Group on Digitisation and Digital Preservation will continue its work on issues related to governance and financing of Europeana post-2013.</p> <p>The Commission will propose by 2012 a sustainable model for financing Europeana in accordance with the Digital Agenda for Europe<sup>26</sup> and its key action 15 and with the Council conclusions of 10 May 2010 on Europeana: next steps<sup>27</sup>.</p> <p>Cinema Experts Group (sub-group Film Heritage) will exchange best practices in relation to the follow-up to the Council conclusions of 18 November 2010 on European Film Heritage, including the challenges of the Digital Era<sup>28</sup>.</p> | <p>Report by end 2010, follow-up in 2011.</p> <p>2011-2012</p> <p>2012</p> <p>2011 onwards.</p> |
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<sup>26</sup> COM (2010) 245 final/2.

<sup>27</sup> OJ C 137, 27.5.2010, p. 19.

<sup>28</sup> 14711/10.

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| Member States and Commission | Implementation of the European Heritage Label Decision <sup>29</sup> . | <p>The Commission will prepare the application form and guidelines to assist with the selection and monitoring procedures in close cooperation with the European panel.</p> <p>First selections of sites under the transitional procedure.</p>  | <p>2011-2012</p> <p>2013-2014</p>                                     |
| Commission                   | Prevention of and fight against illicit trafficking of cultural goods. | <p>Following the outcome of the ongoing study on prevention and fight against illicit trafficking of cultural goods (report expected mid-2011), the Commission will intensify collaboration between its services.</p> <p>Commission-convened expert group(s)<sup>30</sup>, in cooperation with the Member States, may propose a toolkit including European good practice guidelines and a code of ethics on due diligence in the fight against illicit trafficking and theft, building upon existing documents and codes, and considering relevant EU instruments in this area.</p> | 2012-2013.<br>Toolkit on fight against illicit trafficking and theft. |

<sup>29</sup> Subject to the adoption of the Decision of the European Parliament and of the Council establishing a European Union action for the European Heritage Label.

<sup>30</sup> As a combination of expertise is essential in this field, the group will consist of experts from ministries of culture, museums, judicial authorities, customs authorities and law enforcement agencies.

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| Commission | Analysis of systems for valuation of works of art. | Comparative research on systems for valuation of works of art will be conducted for insurance, state indemnity and share liability purposes. | Report by 2012. |
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**Priority Area E : Culture in External Relations**

*European Agenda for Culture - Promotion of culture as a vital element in the Union's international relations (strategic objective 3)*

*Europe 2020 - Deploying our external policy instruments*

| <i>Actions by</i>            | <i>Topics</i>  | <i>Instruments and working methods</i>   | <i>Target outputs and indicative timeline</i>            |
|------------------------------|--|--|--|
| Member States and Commission | <p>Development of a strategic approach and cooperation.</p> <p>Development of information sharing tools.</p> | <p>The Presidencies of the Council are invited to organise, when appropriate, a joint informal meeting between senior officials of Ministries of Culture and senior officials responsible for culture in Ministries of Foreign Affairs, with a view to developing a strategic approach to culture in external relations and enhancing cooperation in this field. The senior officials will themselves define the calendar of work, topics to explore and target outputs.</p> <p>Following the May 2010 Mallorca meeting of DGs for Culture in Ministries of Foreign Affairs, the Commission will provide a web space for information sharing, based on the agreed template. Member States and the Commission will keep their content regularly updated, so that this material can be a basis for practical cooperation and discussion.</p> | <p>2011-2014</p> <p>Set-up information tool in 2011.</p> |

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| Member States and Commission | Promotion of ratification and implementation of the UNESCO Convention on the protection and the promotion of the diversity of cultural expressions. | <p>Further promote the ratification of the Convention and of its objectives in relations with third countries.</p> <p>Continue implementing the Convention and include its objectives in relevant European and national policies.</p>  | Ongoing.                |
| Commission                   | Promotion of cultural relations with third countries.   | <p>The Commission will convene expert groups, when necessary, to feed into work on a specific issue and to facilitate the definition of strategies regarding the cultural relations with third countries. These groups<sup>31</sup> will be notably invited to address specific tasks on a regional basis, e.g. Culture in the Neighbourhood (Euromed, Eastern Partnership, Danube Region etc.), Culture in emerging economies, Culture and development.</p> | From 2011 as necessary. |

<sup>31</sup> As appropriate, other EC services will be closely associated with these tasks.

| <b>Priority Area F: Culture Statistics</b> |  |   |   |
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| <i>Actions by</i>                          | <i>Topics</i>  | <i>Instruments and working methods</i>  | <i>Target outputs and indicative timeline</i>   |
| Member States and Commission               | Improvement of methodologies for culture statistics. | The end 2011 report of the ESS-Net on cultural statistics will be the basis for discussion of take-up of recommendations, future priorities and working methods.    | 2012 onwards.<br>Proposal for a methodological framework.   |
| Commission                                 | Improvement of information on culture statistics.    | New edition of Eurostat "pocket book" on culture statistics.  | Publication in 2011.  |
| Commission                                 | Improvement of mobility statistics.                  | A Commission-convened expert group <sup>32</sup> will propose a shared "sampling" approach to collecting data on the mobility of artists and culture professionals. | 2012-2013.<br>Toolkit for culture administrations and institutions on how to "sample" data on mobility. |

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<sup>32</sup> The group will include members of ESSnet and representatives of relevant pilot projects.

**Principles relating to the setting up and functioning of the working groups established by the Member States in the framework of the Work Plan for Culture 2011-2014**

- The participation of Member States in the work of the groups is voluntary and Member States can join them at any time.
- Each Member State interested in participating in the work of the groups will nominate an expert as a member of a working group. The Member State will ensure that the nominated expert has practical experience in the relevant field at national level and will ensure effective communication with competent national authorities. The Commission will coordinate the nomination exercise. In order to identify the most suitable expert profile for each theme, the Member States may nominate, if necessary, a different expert for each thematic area.
- The groups are to address successively the objectives defined in the Work Plan, complying as far as possible with the timeline identified in Annex I.
- The definition and timeline for the objectives may be revised during the mid-term review in the light of results achieved and policy developments at EU level.
- Each working group will be responsible for appointing its chair or co-chairs for each thematic area among its priorities.
- Each working group can decide to invite independent experts from other fields to contribute to the work of the group.
- Each working group can decide to invite representatives of the civil society structured dialogue platforms to take part in its work on specific topics as needed.
- The chairs of the working groups will report as necessary to the Cultural Affairs Committee on the progress of work in the respective working groups. The Cultural Affairs Committee will be given an opportunity to give guidance to the working groups in order to guarantee the desired outcome and the coordination of the groups' work.
- For each objective mentioned in Annex I, the groups will submit a report on the work carried out, containing concrete and useable results. Depending on the objective, these results may take the form of a good practice manual, a policy handbook or recommendations for action. The reports may also recommend the development of any relevant instrument, in any appropriate form, which may be used by the Commission or by the Member States.

- The meeting agendas and minutes of all groups will be available to all Member States, irrespective of their degree of participation in a given area. The reports of the groups will be published.
  - The Commission will provide logistical and secretarial support to the work of the groups. As far as possible, it will support the groups by other suitable means (including studies relevant to their field of work).
  - The above reports will feed into the final report by the Commission on the implementation of the Work Plan."
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