

The Economy of Culture in Europe

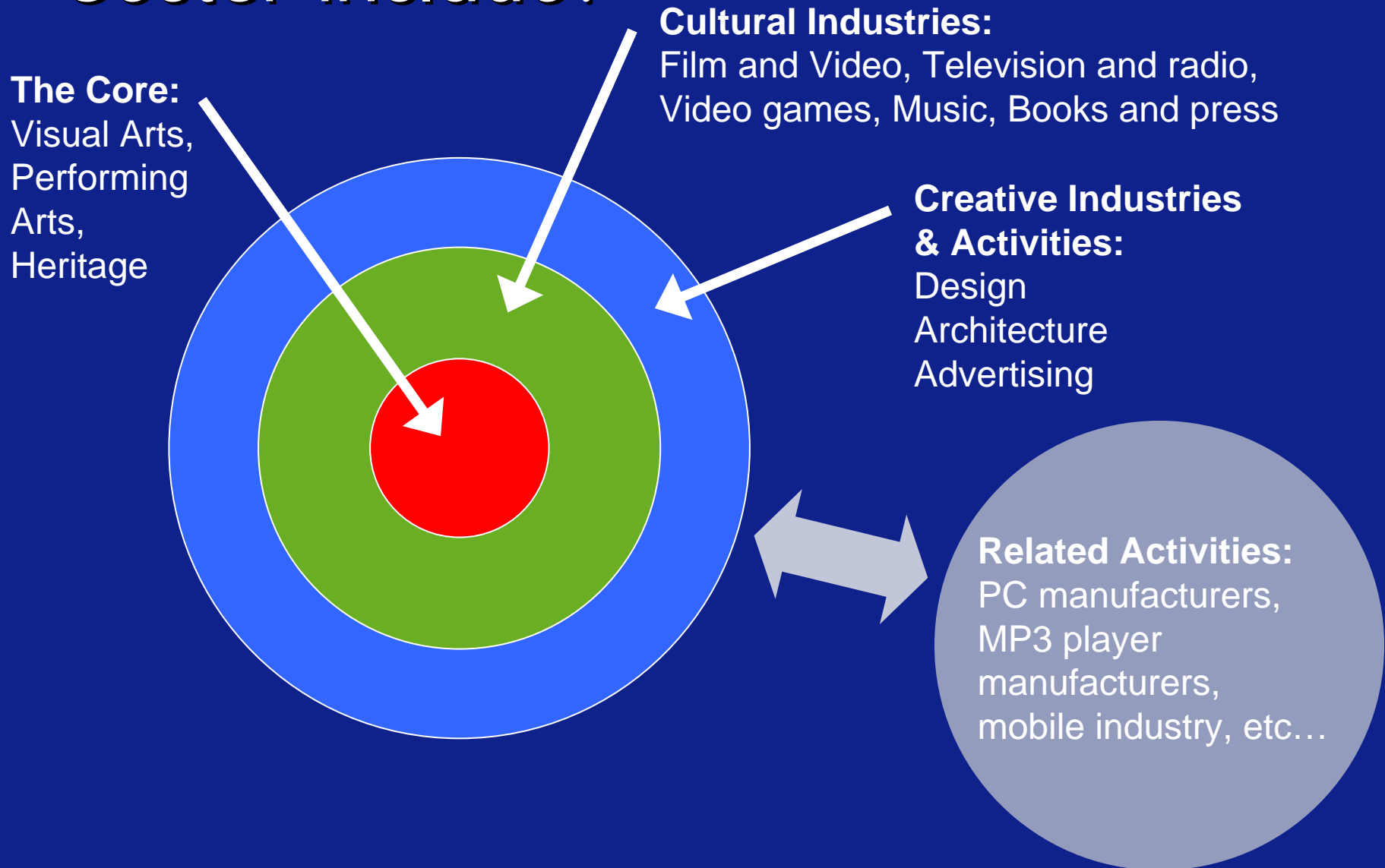
Study prepared for the European Commission

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Why was this study carried out?

- To better link culture with the Lisbon Agenda
- To increase awareness of economic & social importance of Culture Sector
- To come up with hard figures about culture

What does the Culture & Creative Sector include?



What does the study reveal?

- Culture sector bigger than many think
- Culture sector contributes to —
 - Innovation and economic development
 - Social and territorial cohesion

The Culture Sector is a big employer

- 5.8 million employees across the EU
- 3.1% of total employed population in EU25
- Exceeds the total employed in Ireland and Greece **put together**

The Culture Sector is a big contributor to growth

- Accounted for 2.6% of EU GDP in 2003
- Exceeds contribution of the **chemicals, rubber and plastic products** industry (2.3%)

The Culture Sector is bigger than the ICT manufacturing sector

- Turnover more than € 654 billion in 2003
- The **ICT manufacturing sector** had 'only' € 541 billion in 2003 (EU-15 figures)
- Compare with turnover of the **car manufacturing** industry: € 271 billion in 2001

The Culture Sector is growing well

- Employment in the Culture Sector *increased* (+1.85%) while total EU employment *fell* in 2002-2004
- Growth higher than the growth of the general economy in 1999-2003

The indirect socio-economic impact

The Culture Sector —

- promotes European integration
- fuels ICT sector growth
- nourishes the regions & cities
- is the engine for creativity

The “Lisbon potential” of the cultural & creative sector is crucial

A specific strategy is required to unleash this potential

The response of the Commission: The Communication on culture

- Culture is **central in the European project and in the EU international relations**
- The suggested strategy is based on a **common agenda for culture in Europe and new methods for dialogue and cooperation**

The identified objectives

- Cultural diversity and intercultural dialogue
- Culture as a catalyst for creativity
- Culture as a vital element in the EU international relations

... The key to success: a strong convergence of efforts by all stakeholders at all levels

A second objective which is a direct follow-up to the study

➤ **Culture as a catalyst for Creativity**

- Promote creativity in education
- Promote capacity building
- Develop creative partnerships with other sectors

New working methods

- A **structured dialogue** with the cultural sector including the setting up of a Cultural Forum
- Improved **coordinating efforts** between the Member States and the Commission
- **Mainstreaming** in other Community policies

The way forward



- Discussion with Member States and European Institutions
- Cultural Forum
- Mapping of the cultural sector
- Better statistical tools!
- Endorsement by the Council
- Regular reporting



Thank you for your attention !

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