



PRIORITY SECTOR  
Culture, Civil Society, Good  
Governance and Fundamental  
Rights and Freedoms

## Programme area n°14

# Cultural Entrepreneurship, Cultural Heritage and Cultural Cooperation

### OBJECTIVE

Social and economic development strengthened through cultural cooperation, cultural entrepreneurship and cultural heritage management

### AREAS OF SUPPORT

- > Cultural heritage management, preservation and conservation related to national, regional and local development
- > Documentation and accessibility of culture and cultural heritage
- > Capacity development of cultural players
- > Cultural entrepreneurship
- > Cultural, creative and artistic activities contributing to sustainable development and social cohesion
- > Audience development, including people in the diversity of culture, outreach and educational activities
- > Networking and international cultural cooperation/exchange

### SUGGESTED MEASURES

- > Reinforcing cultural heritage management, including infrastructure, to strategically revitalise heritage and/or contribute to sustainable local and regional development
- > Safeguarding tangible and intangible cultural heritage from risks
- > Adapting to digital developments
- > Documenting cultural history and/or safeguarding cultural heritage and making it accessible
- > Increasing public inclusion and awareness about cultural diversity
- > Outreach and educational activities
- > Developing cultural heritage routes
- > Stimulating job potential in the cultural and creative sectors
- > Developing skills, competencies and know-how
- > Exchange programme for young professionals
- > Developing new working methods/business models
- > Bridging the gap between creativity, culture and business, for example through public-private partnerships
- > Supporting minority culture
- > Promoting dialogue on history narratives
- > Bilateral cultural cooperation between cultural players
- > Good governance/shared European values through culture and local community development
- > Small grant scheme(s)

## RELEVANCE OF SUPPORT

Culture's intrinsic value is widely recognised. Beyond this value the cultural and creative sectors are important drivers of economic growth, job development and social inclusion. In its impact assessment for the EU Creative Europe programme, the European Commission underlines the transformative economic and social power of culture: the cultural and creative sectors account for approximately 4.5% of the Union's GDP (2008) and employ some 3.8% of its workforce. These sectors trigger spill-overs in other economic areas such as tourism. They fuel the development of innovative content for ICT and greatly contribute to education, social inclusion and social innovation.

Within the EU's 2014-2020 Multiannual Financial Framework, funding for the EU Creative Europe programme was increased in view of the sector's role in promoting smart, sustainable and inclusive growth. In May 2014 the EU Council adopted conclusions on cultural heritage, stressing that a holistic approach by the EU is required for cultural heritage, whilst underlining the sector's role for smart, sustainable and inclusive growth in the framework of Europe 2020 strategy.

The EEA and Norway Grants stimulate the safeguarding of cultural heritage, cultural entrepreneurship and cultural cooperation because of the sector's role in local and regional development, capacity development and social inclusion. The Grants recognise the sector's potential as a driver of economic and social innovation in and outside of the cultural and creative sectors. They acknowledge that the cultural and creative sectors also play a role in stimulating social inclusion and combatting discrimination; they help forge solidarity between people and strengthen democracy. Across Europe there is a growing concern related to radicalism and violent extremism. Culture plays a role in counterbalancing this due to its role in stimulating greater mutual understanding.

The EEA and Norway Grants aim at broadening people's access to culture, at promoting cultural diversity, and at strengthening intercultural dialogue. The importance of media literacy, intercultural skills and other democratic competences is underlined in the Secretary General of the Council of Europe report "State of democracy, human rights and rule of law in Europe" (April 2014).

There is strong bilateral cooperation in this area which stimulates knowledge sharing, accelerated learning and the emergence of stronger networks for international cooperation.

## PROGRAMME AREA SPECIFICS

- > Cultural heritage management and conservation shall take account of impact on regional and local development
- > All programmes shall include cultural cooperation between donor and beneficiary countries
- > A maximum level of funding available for infrastructure (hard measures) shall be identified in the memorandum of understanding, or exceptionally in the programme's concept note

## BILATERAL INTEREST

This area contributes to further development of the European area for culture by forging bonds between cultural players in the donor and beneficiary countries, contributing to accelerated learning within these sectors and to the strengthening of networks.