



Education and Culture DG



# European Agenda for Culture

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# Global European Challenges and Culture



- Population ageing = intergenerational problems, lack of the work force
- Migration = intercultural understanding
- Deficit of creativity = innovation gap, competitiveness



# Global European Challenges and Culture



- Legitimacy of the European Project = shift from the integration of the states to integration of people
- EU governance in the global society
- Climatic changes



# How CULTURE can respond



## Main goal

**Unzipping creative potential of each individual citizen as the key element of our future**



# Why unzipping is so important



- Dominance of rationality and analysis resulting in egocentric way of life
- Dominance of a linear thinking and not enough space for complex systems (like art)



# Why Creativity



- Real life and linear analytical rationality
- Life provokes creation – holistic perception, synthetic thinking, living imagination
- Creative solving of the problems of the life
- Human is based on dynamic harmony based on natural and spiritual





# Creativity – unzipping human authenticity

- Creativity as a way of life
- Creativity - unzipped/hidden space inside us



# **Creativity – future of the society**



Creativity could be applied into

**Social interactions – communication**

**Human production – innovations**

**Concept of welfare society**





# What the Commission can do?



# What we propose



- **A new policy/political agenda for culture**
- **True partnership**
- **Targeted actions**



# 2007 Communication on culture



## The political ambition – Objectives

- Cultural diversity and **intercultural dialogue**
- Culture as a catalyst for creativity
- Culture as a vital element in the Union's international relations



# First Priority

## Cultural Diversity and Intercultural Dialogue

- Promote mobility in the cultural field
- Promote intercultural competences and intercultural dialogue

# Diversity In Europe



- European diversity as a historic fact
- Fast growth of the European diversity in past decades
- Internal mobility as additional diversity factor
- Multiculturalism and multi-ethnicity



# Diversity In Europe



- Need to shift from « multi-cultural » societies to « inter-cultural » ones
- Intercultural interaction and tolerance



# Proper management of diversity



*Properly managed diversity is an asset for:*

- Social inclusion and security
- Economic growth:
  - Catalyst of creativity/human capital/creative class
  - Diversity and acceptance of the diversity – key elements of high-tech performance
  - Work force well-being
  - Increased attractiveness of the region – cultural tourism



# Second Priority

## Culture as a catalyst for Creativity

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

# Third Priority

## Culture as an element in international relations

- Implement the UNESCO Convention
- Integration of the cultural dimension in all external and development policies

# New working methods

- A structured dialogue with the cultural sector (+ Cultural Forum)
- Improved coordinating efforts between the Member States and the Commission - OMC
- Mainstreaming in other Community policies

# Council Resolution



- Adopted in November 2007
- Endorsing the Communication and setting 5 priorities
- Endorsing the Open Method of Coordination for selected priorities



# Way forward



- Setting the OMC groups = feeding into policy development process
- Inviting the Civil Society to build new structures to communicate their needs
- Revitalising existing instruments
- Paving way for new emerging instruments for a new EU budget





**Thank you for your  
attention !**

Internet Site:

<http://ec.europa.eu/culture>

