

## **EMC Round Table for Cultural Policy: first Wrap-up of Ideas and To Do's**

This document briefly summarises some ideas to follow up the discussions of the "Round Table on Cultural Policy" that took place from 9 – 10 May 2007 in Bonn, Germany, in the premises of the Deutsche Welle. All participants of the Round Table are invited to contribute to this document by completing it with their ideas, in order to produce an extensive report. This document does not serve as documentation of the event.

### **Background**

The European Music Council has invited European stakeholders in music policy in order to foster advocacy activities, to join forces and to increase the efficiency of advocacy work in the music sector. The aims of this round table are

- to strengthen the cultural sector by sharing experiences and develop measures for cooperation;
- to strengthen the music sector by advocating with one voice as well as by integrating
- common interest between the creative industries and the not-for-profit sector.

Influencing the course of arts and cultural policy – at any level – is laborious and time consuming. Cultural policy at the European level requires extensive co-operation between artists, cultural organisations, ministries, and the politicians and officials responsible for cultural affairs in the EU. To influence cultural policy in Europe, we need regional, national and European forums for discussion, in which the persons and organisations active in the cultural sector can have their say. We need good contacts to top politicians and public officials that are based on mutual trust. We need pan-European co-operation between arts organisations, which will allow us to implement musical and cultural activities systematically and at a high level of quality.

### **General statements made during the discussions**

- The EMC initiates policy actions in Europe, departing from the current situation of the music sector. Being the European regional group of the International Music Council, musical diversity is the most important focus in these actions, which naturally are influenced by more general issues in cultural policy as the "Communication on a European agenda for culture in a globalizing world", published by the EU Commission on 10 May 2007, the Year of Intercultural Dialogue 2008 as well as the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression.
- Cultural diversity and respect towards various forms of cultural expression is a prerequisite for Intercultural Dialogue. Therefore the EMC advocates for musical diversity, paying special attention to aspects of migration and social cohesion.
- As in many cases music policy and musical diversity face similar challenges as cultural policy and cultural diversity in general, cooperation with organisations that do not exclusively represent music is highly requested.
- The EMC seeks an ongoing dialogue with the music industries and partnership with NGOs representing the commercial sector. Knowledge of the agendas of different interest groups in all their similarities and differences seems to be crucial. The EMC offers the platform for this kind of information exchange.

- The EMC advocates for diversity and fair play in commercial music productions and encourages decision making bodies at national and EU level to support SMEs (small and medium size enterprises) in music production via their industry programmes. However, given the nature and mandate of the EMC, it cannot advocate for purely commercial interests.

*Two working groups were established to develop ideas for concrete actions for*

1. *The implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions*
2. *Networking for cultural policy and a conference bringing together representatives of ministries and of cultural NGOs*

*The following two paragraphs summarise the results of the working groups.*

### **Implementation of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions**

- Ongoing advocacy for the ratification of the Convention is needed in countries where it has not yet been ratified
- National governments need to be convinced why the commitment to the Convention might demand legal changes in order to ensure that the Convention will actually make a difference. Therefore the role of the civil society is crucial for the implementation as it can encourage governments to act in line with the Convention.
- The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression is in some points contradictory to current EU rules and regulations. The EMC shall investigate these points and communicate them to the EU in a policy paper.
- Synergies with other intergovernmental agreements that might serve cultural diversity, such as the UNESCO Road Map for Arts Education, should be thoroughly investigated and used where appropriate.
- The "Fair Music" idea shall be further developed. The EMC and its partners strongly support the initiative of MICA (Music Information Centre Austria), e.g. with a Public Awareness Campaign. A partnership with the "Fair Trade organisation" might be an opportunity, as first contacts have been very positive.
- With the help of its members and partners, the EMC shall provide an online platform offering tools for advocacy work concerning the Convention, such as a comprehensive summary, arguments for advocacy strategies and exemplary actions, a link to the national UNESCO committees, links to the Coalition on Cultural Diversity and its national offices as well as to other useful websites (e.g. EricArts). Existing policy papers and background explanations can be made available through this website. The website should also include a forum or blog where people can exchange their experience and views.
- Examples of threats to Cultural Diversity shall be collected and methods defined how to deal with them.
- There is the risk that in connection with the UNESCO Convention, cultural diversity is limited to commercial aspects. However, it seems to be important to keep in mind a broader approach, including aspects of education, migration, equal opportunities and intercultural dialogue and the NGOs shall be encouraged to use the Convention as a "moral lever" for their work in these fields.

*Working group to initiate the implantation of these ideas: to be defined*

## **Networking for Cultural Policy – conference in 2008 in Slovenia bringing together directors of cultural ministries and cultural operators**

- A working relationship between directors of cultural ministries in European countries and European cultural organisations shall be established.
- A regular meeting on an annual basis, following the EU presidency, is envisaged.
- A first meeting shall take place in the first semester of 2008, in the frame of the Slovenian EU presidency.
- This conference shall challenge national, local and European politicians on the five musical rights declared by the International Music Council:
  - the right for all children and adults to express themselves musically in full freedom;
  - the right for all children and adults to learn musical languages and skills;
  - the right for all children and adults to have access to musical involvement through participation, listening, creation, and information;
  - the right for musical artists to develop their artistry and communicate through all media, with appropriate facilities at their disposal;
  - the right for musical artists to obtain fair recognition and remuneration for their work.
- On beforehand, national and local governments shall be addressed with two or three questions per musical right to define areas, where improvement is needed.
- A policy paper shall be drafted on beforehand that shall be adopted during the conference.
- A preparatory meeting with representatives of the German, the Finnish and the Slovenian ministries shall take place in September 2007. Mrs. Hannele Koivunen, director of the department for Arts and Cultural Heritage in the Finnish Ministry for Education Sports and Culture offered to host the meeting and invite the representatives of the ministries.

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