



CULTURAL INDUSTRIES BOOST ECONOMIC AND SOCIAL DEVELOPMENT

Europe is a shared social and cultural project at the very heart of which lies our common cultural heritage. The S&D Group firmly believes that cultural diversity is an important element in the development of a European identity and is essential for enriching our societies. It is important to tap into Europe's wealth of talent emanating from a broad range of backgrounds and communities and to enable this dynamic diversity to act as a catalyst for creativity and innovation and for boosting the knowledge economy.

The S&D Group believes that cultural and creative industries have an integral role to play in the EU 2020 strategy given the important contribution they make in terms of economic growth and the creation of jobs. Therefore, more has to be done to promote cultural and artistic studies in schools from an early age in order to encourage and stimulate interest and develop creative talent to a higher level and as a future career choice.

Our key priorities:

- better teaching of artistic and cultural studies in schools;
- improving the mobility of artists and professionals;
- mobilising culture to promote local and regional development;
- investing in cultural and creative industries for economic growth;
- enhancing the development and dissemination of digital culture;
- ratification of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions;
- increased engagement of all EU Member States in the Europeana digital library;
- ensure funding and continuation of the future culture and media programme "Creative Europe Programme 2014 - 2020;
- support the Union action "European Capitals of Culture" beyond 2019.

The S&D Group recently took the lead in drafting legislation on the European Heritage Label which aims to increase Europeans' understanding of the process of integration, as well as is currently leading the negotiations in defining the next Culture and Media Programme for the next period of 7 years, which shall provide funding opportunities for all cultural sectors in order to contribute to the development of cultural cooperation at European level encouraging the emergence of European citizenship.

The S&D Group recently organized a conference on Creative Europe - Culture, Media and Creative Industries for development, social inclusion and innovation and a seminar

on Fostering Media Literacy with an aim to define its priorities and start the discussions in order to push the European Commission to develop the EU policy in this area.