

CULTURAL POLICY IN EUROPEAN CONTEXT¹

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Culture is a component of the identity of a society, is a factor of social cohesion and through its cathartic and adaptive function, it is inextricably linked to the quality of life.

Cultural policies in Europe focus on encouraging cultural diversity and intercultural dialogue, improving knowledge and dissemination of culture, conservation and protection of cultural heritage, preservation of artistic creations, culture being an important element in the development of relations between the EU Member States.

“Creative Europe” is a program of the European Commission, constituted and implemented in order to support cultural and media sectors. The duration of the program is between 2014 and 2020.

The main objectives of this program are encouraging cooperation between cultural organizations from different EU countries, supporting literary translations in other languages, facilitating the access for all European citizens to cultural products, creating platforms for the development of relations between artists of different countries, in order to stimulate the development and implementation of new cultural programs.

In Romania, the sectoral strategy in the field of culture and national heritage for 2014–2020 was created according to European cultural policy objectives. In developing this strategy, a particular attention was directed toward youth and cultural policy. In this context, the main objectives are: to increase youth access and participation in cultural life and promoting better access of youth to jobs in the cultural field.

Keywords: culture, cultural policy, strategy, media, audiovisual.

INTRODUCTION

The crucial role of culture in social development is undeniable. The culture of a society is a bridge between generations, pegging its path through history providing benchmarks, codes, values, norms and patterns, general attitudes and beliefs about life, knowledge products symbolically loaded. This is why culture is

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placed in direct relation to sustainable social development. “Because the processes of civilization and culture are inseparable, sustainable development is based on elements of culture (linguistic diversity, theoretical and empirical knowledge, beliefs, representations of the world, material and immaterial heritage, artistic creation, literary, scientific, inventions, etc.)” (Moldoveanu *et al.*, 2005).

By its regulatory and adaptive function, culture is an important factor in achieving and maintaining balance in the individual’s psychological plan and, in the same time, in that one of the society of which he belongs. Cultural knowledge facilitates the cohesion between members of a society, and also develops the feeling of belonging, of respect and tolerance.

During last years, numerous studies have highlighted the important role of culture in economic development of a country. According to a study conducted in 2006 by the Belgian consultancy company, KEA European Affairs, the cultural and creative sector generated a turnover of over 654 billion euro in 2003, and the engineering industry generated a turnover of 271 billion in 2001 (http://ec.europa.eu/culture/library/studies/cultural-economy_en.pdf). Cultural sector facilitates economic development and socio-professional inclusion also by the offer of jobs.

CULTURAL POLICY

“Culture lies at the heart of the European project and is the anchor on which the European Union’s “unity in diversity” is founded. The combination of respect for cultural diversity and the ability to unite around shared values has guaranteed the peace, prosperity and solidarity the EU enjoys. In today’s globalising world, culture can make a unique contribution to a European Strategy for smart, sustainable and inclusive growth, promoting stability, mutual understanding and cooperation worldwide” (European Commission, 2010).

Because of the importance of culture in society, elaborating cultural policy joined the European Union’s main preoccupations. European Union institutions and commissions, such as the Committee on Culture and Education (from the European Parliament), the Education, Youth, Culture and Sports (from the EU Council), the Education, Youth, Culture, Research Commission (from the Committee of the Regions), the Education, Audiovisual and Culture Executive Agency (of EU agencies) are involved in the establishment and implementation of cultural policies at European level.

An important moment in the history of European cultural policies is the EU Treaty of Maastricht on 7 February 1992, being applied with 1 November 1993. The treaty enhanced the European integration through the establishment of economic and monetary unity, but also by “strengthening the solidarity between their peoples, respecting the history, culture and traditions” (http://ec.europa.eu/programmes/creative-europe/index_en.htm). As it is said in the introductory

justification of the treaty. In Article 128 of the Treaty it is mentioned the role of the Community Member States in the development of culture:

“1. The Community shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity, and, at the same time bringing the common cultural heritage to the fore.

2. Action by the Community shall be aimed at encouraging cooperation between Member States and, if necessary, supporting and supplementing their action in the following areas:

- improvement of the knowledge and dissemination of the culture and history of the European peoples;
- conservation and safeguarding of cultural heritage of European significance;
- non-commercial cultural exchanges;
- artistic and literary creation, including in the audiovisual sector” (Crăciun *et al.*, 2013).

In the same article it is noted, that considering the Treaty, everything undertaken by the Community will be made in relation to the cultural elements of the Member States. It is drawn as a direction of action of cultural policy, taken into consideration the importance of culture doing European integration and identity. Maastricht Treaty is considered to be the beginning of the legal justification of European cultural policies.

In 1996, the European Community is increasing its supportive work to sustain culture, developing *Kaleidoscope* program, providing funding for projects and cultural events from 1997 until 1999. This program was focused on encouraging artistic creation in visual arts, artistic manifestations which involves multimedia, facilitating intercultural understanding and cultural cooperation in the European space. The budget allocated to this program was 36.7 million euro.

The objectives and directions of action of the three programs *Kaleidoscope*, *Ariane* and *Raphael*, gathered in a complex and unique program, “*Culture 2000*” developed between 2000–2006 which was addressed to Member States, the three countries (Iceland, Norway and Lichtenstein) of European Economic Area and the two acceding EU countries (Romania and Bulgaria). Cyprus could also participate in this program, and also the countries of Central and Eastern Europe, observing the conditions stipulated in the association agreements with the EU. Underlining the crucial role of culture as a factor of cohesion and social, by creating jobs, and its importance in the national economy, this program has promoted cooperation between artists, between cultural operators in the arts, in literature and in the cultural heritage.

The program budget was EUR 236.5 million for financing projects which had as objectives to encourage creativity, the mobility of artists and their works and intercultural knowledge between the member countries, encouraging dialogue between EU countries and countries that have not yet become members. Other objectives of the program were encouraging participation in culture, especially, disadvantaged

youth, and support organizing special cultural events with an international character, to strengthen citizens European citizenship and the development of new forms of cultural expression. Exchange of experience and good practices among the member countries in the field of protection and conservation of cultural heritage is another purpose of *Culture 2000*.

Culture Programme 2000 (2000–2006) was followed by the *Culture* (2007–2013) established by Decision no. 1855/2006/ EC of the European Council, in the preamble being mentioned that “it is necessary to promote active citizenship and to strengthen the fight against all forms of exclusion, including racism and xenophobia. Improving access to culture for as many people can be a tool for fight against social exclusion” (European Parliament and Council, 2006).

Culture Programme (2007–2013), with a budget of 400 000 000 euros (according to Decision), addressed to the EU member countries, as well as third countries that had signed agreements with the Community on the cultural sector. The central objective of the program was to strengthen space European cultural arts by providing mobility products, creators and cultural operators, supporting events, cultural and intercultural dialogue. By this program there are also followed to be achieved the general objectives of the Community, such as ensuring freedom of expression, removing all forms of discrimination, sustained participation in sustainable development, fostering mutual understanding and tolerance between the citizens of the European Union. One component of the program was to provide support to cultural activities. The program supported transnational cooperation projects, conducted over several years, said transnational intercultural cooperation actions, which was intended to develop creativity and innovation. The budget for actions of facilitating transnational cooperation between cultural operators from different member countries was up to 29% of the total budget for the entire program. The financial support of these projects can not exceed 50% of the budget of each other, and can be included between 50,000 euro and 20,000 euro, granted for a period of two years. Under this program, there were encouraged also special cultural events that awards artists to promote their works in Europe. The second component of the program is to provide support for active organizations in European culture. The third component was providing support to the work of analysis, collection and dissemination of information, and optimize the impact of projects in the field of cultural cooperation.

Also in 2006, it has been adopted by Decision No 1718/2006 of the European Parliament and the Council, the implementation of a new programme *Media*, running since 2007 until 2013. The budget allocated to this program was EUR 754,95 million – European Parliament and Council (2006). The objectives of this program is to facilitate citizens’ access to cinematographic and audiovisual support of this kind of products in all the European space, encouraging cooperation between the actors involved in the media sector. *Media Programme* (2007–2013) had five strands, namely: training for professionals (including transnational

exchanges), the development of production projects and campaigns, distribution of cinematographic works and audiovisual programs, the promotion of these papers, and pilot projects.

CREATIVE EUROPE

In the context of achieving cultural policy objectives, the European Commission developed the *Creative Europe* program which supports the culture and media sector funding in 2014–2020. The Budget that European Commission allocated for the program was 1.46 billion (Crăciun *et al.*, 2013: 125) by managing it with the Executive Agency for Education, Audiovisual and Culture. The “Creative Europe” following the programs *Culture* (2007–2013) and *Media* (2007–2013), was proposed publicly on 23 November 2011 by the European Commission, mentioning, in the same time, the budget that would be allocated and also, the external expertise on the program and the results of public consultation about its objectives.

Creative Europe includes *Culture* subprogramme, *Media* subprogramme and a transverse component, whose funding line will be opened in 2016, and it is meant to guarantee bank loans to support cultural and creative sectors, supporting transnational cooperation policies and support teams of *Europe Creative* (Creative Europe Desk) in EU countries.

Culture subprogram aims to facilitate cooperation between cultural organizations in eligible countries, exchanges, transnational mobility, by creating networks. Another objective of this subprogram is to promote literary (fiction), by translating and distributing them in the eligible countries, facilitating, in this way, the access to culture. At the same time, it is also an objective of this subprogram the creation of an European platform, in this way encouraging mobility among artists and artistic productions, by organizing exhibitions, concerts of all forms of creative and cultural events in the territory of other eligible countries.

The *Media* subprogramme offered funds to projects which aimed developing the audiovisual sector, production in this area, distribution of media products, organizing film festivals, facilitating the exchange of experience and cooperation between institutions of the sector in different countries. Another objective considered in this subprogram is to facilitate access to audiovisual cultural products and increasing their audience. To *Creative Europe* program the states that may attend are EU countries and countries that are not members, eg.: for *Culture* 2014: Iceland, Norway, Albania, Bosnia and Herzegovina, Macedonia, Montenegro, Serbia. Of these, only Iceland, Norway, Bosnia and Herzegovina can apply for *Media* 2014.

According to The Newsletter of the Office of *Creative Europe*, Romania, culture subprogramme, from September 2, 2014, “a total of 261 projects submitted at European level by the deadline of 12 March 2014, 74 were selected, which means a success rate of 28%. Romania is represented by a publisher in the list of

selected projects: ART Publishing Group, the project “A Journey through the Literary Europe” first category, two years projects”.

Creative Europe is, therefore, a program that has in the centre of its major objectives: transnational cultural cooperation, mobility of artists and cultural products, the use of technology to a greater extent, audiovisual objectives that are part of the European cultural policies.

Sectoral Strategy 2014–2020 in the field of culture:

European cultural policies have always had a strong resonance in our country, their objectives being fully reflected in developed and implemented cultural strategies, over time.

Sectoral Strategy 2014–2020 in the field of culture (draft for consultation and public debate since July 2013) has been developed taking into account the central role occupied by culture in the sustainable development of an inclusive society, in cohesion increase between members of society, in developing creativity and improving the quality of life, becoming also its indicator.

As the 2008–2013 strategy, 2014–2013 culture sectoral strategy is based on the fundamental cultural rights: the right of access to culture and the right to participate in cultural life, and is focused also on harmonization of measures imposed by the European Union’s cultural policy with the national specifics and needs. As mentioned, strategic targets are young people, they are the ones who are the future of tomorrow’s society, the strategy addresses both to individual and to authorities, institutions.

General policy objectives mentioned in the draft 2014–2020 crop sector strategies concerning both cultural products, national heritage, and related legislation, both artist and consumer status of art, both public institutions and cultural organizations. These objectives are: protection of historic monuments; promotion of heritage property; mobile heritage protection, safeguarding, protection and enhancement of the intangible cultural heritage; support and promotion of cultural and artistic contemporary, achieving a coherent framework of support and recognition of the role of the creator and the artist in contemporary society; increasing the role and share of non-governmental organizations, both in setting of cultural offer and in the formulation of cultural policies, both nationally and especially locally; promoting cultural intervention for vulnerable groups; increase the quality of cultural services in rural and small urban cities and improving citizens’ access to cultural information.

The strategy includes, beside the general objectives, also specific objectives and directions of action in the short, medium and long term for each category. It is a goal, for example, to facilitate public access to cultural products, encouraging cultural tourism as a way of contribution of culture to the country’s economic growth and development, rehabilitation and preservation of monuments. In this context, training and professional development of staff and specialists of this sector, restoration of monuments that require it, improving legislation, better promotion of the historical monuments are just a few of the main action of this strategy.

There are also objectives of the strategy implementing measures of patrimony conservation, in order to facilitate its knowledge, underlining the importance of records computerization of heritage objects, in order to protect them.

Cultural diversification is also an objective of the strategy, the implementation of which should take into account the particularities of target audience's preferences for a particular cultural field. It is also needed to be considered that "consumption patterns of the public – especially the young, have changed radically and permanently change being increasingly more from consumption towards an active participation" (Crăciun *et al.*, 2013).

Special attention is given to encourage craft activities, especially in rural areas, aiming to be a greater involvement of the authorities in organizing workshops enterprises, the granting of tax incentives for manufacturers of art craftsmen. Encouraging activities are aimed at both preserving handicraft, handicrafts and some revenues that craftsmen, particularly those in rural areas, to overcome poverty, rising standard of living and quality of life.

2014–2020 Sectoral Strategy in the field of culture, as it is illustrated by its project, shows a great importance to facilitate access and increase youth participation in culture. According to the Strategy, the objective will be achieved by: increasing and diversifying cultural consumption among youth; promoting cultural skills and creativity; access to cultural infrastructure; promoting the visibility and knowledge of youth cultural expressions; promoting new technologies and new communication media in cultural production and consumption among young people. It also wants to increase youth access to jobs in the field of culture, encouraging them to choose a profession in culture field.

Reducing unemployment of youth who graduates the arts and cultural institutions, is another objective included in the strategy. To achieve these objectives, the main action will result in the achievement of research, studies on youth participation in culture, encouraging establishment of youth cultural NGOs, facilitate their transnational mobility, exchange of experience with the youth of other countries, facilitating youth access to the spaces for the presentation, display of their artistic products. In the strategy outlined and the crucial role that it plays in shaping the cultural education of young people, so it will pursue a partnership with the Ministry of Education to promote cultural education.

In elaboration of 2014–2020 Sectoral Strategy in the field of culture it has been given an equal importance both to preservation and development of cultural heritage and, also, to stimulate creativity, the originality involved in making contemporary art.

CONCLUSION

Taking into account the crucial role that culture plays in the sustainable development of the society, the amplification of social cohesion, and economic growth of member countries, there were developed increasingly complex European

cultural policies. If at first separate programs were created for different cultural sectors, after a while they were reunited in the form of unique cultural programs, one continuing the other, as followed objectives. Cultural programs were addressed mainly to EU member countries, countries acceding, countries which are in the European Economic Area, and those that have concluded cooperation agreements with the European Union in this regard.

The general objectives of these programs were focused on knowledge and respect for the culture of member countries, the mobility of cultural products, artists and cultural operators in the European space, develop creativity, increase participation in culture, creating more jobs in the field of culture, encouraging cultural tourism, digitization of cultural products, conservation and heritage protection, and the development of contemporary art. Also, special attention was paid also to encouraging intercultural dialogue, the increasing role of non-governmental organizations in this sector, the creation of networks and platforms for these organizations to facilitate cooperation, dialogue and exchange of experiences and best practices. These objectives are found in the latest European cultural program “Creative Europe” which runs from 2014 to 2020, and has directed mostly action directions on culture and audiovisual. Cultural policies in Europe have common features printed cultural policies of each EU countries. At the same time, each country implements these policies in a different way, depending on the specific or national specific, the problems in that space and resources which the country has. Also in Romania cultural sector policies are in line with European, pursuing the same general objectives, but with specific objectives and action directions, following own socio-cultural and economic.

Project culture sector strategies eloquently illustrates this, and as an example of specific objectives that correspond to existing reality in this space may be mentioned creating more jobs for young people who have graduated from a form of education in the field of culture and complex legal framework to regulate the status of the creator. The overall objectives of the strategy correspond to European policy which focuses both on knowledge and respect for the cultures of all the member countries.

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Cultura este o componentă a identității unei societăți, este factor de coeziune socială, iar prin funcțiile sale cathartice și adaptative este indisolubil legată de calitatea vieții.

Politicile culturale la nivel european sunt orientate spre încurajarea diversității culturale și a dialogului intercultural, spre îmbunătățirea cunoașterii și difuzării culturii, conservarea și protejarea patrimoniului cultural, conservarea creațiilor artistice, cultura fiind un element important în dezvoltarea relațiilor între statele membre ale UE.

„Europa creativă” este un program al Comisiei Europene constituit și implementat pentru a oferi suport sectoarelor cultură și media. Perioada de derulare a programului este cuprinsă între 2014 și 2020. Principalele obiective ale acestui program sunt încurajarea cooperării între organizațiile culturale din diferite țări ale Uniunii Europene, sprijinirea traducerilor creațiilor literare în alte limbi, pentru a se facilita accesul tuturor cetățenilor europeni la cunoașterea lor, crearea unor platforme de dezvoltare a relațiilor între artiștii diferitelor țări, în scopul stimulării realizării și implementării unor noi programe culturale.

În România, strategia sectorială în domeniul culturii și patrimoniului național pentru perioada 2014–2020 a fost creată în concordanță cu obiectivele politicilor culturale europene. În elaborarea acestei strategii o atenție deosebită a fost îndreptată spre tineri și politici culturale. În acest context, s-au formulat obiective ce vizează creșterea accesului și participării tinerilor la viața culturală, precum și promovarea unui acces mai bun al tinerilor la locurile de muncă din domeniul cultural.

Cuvinte-cheie: cultură, politici culturale, strategie, media, audiovizual.

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