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Barcelona statement on cultural and creative industries

Cultural and creative industries, drivers of
innovation for prosperity and well-being

The **Barcelona Statement on Cultural and Creative Industries**, launched as part of the policy framework of the Spanish Presidency of the Council of the European Union¹, reflects the main conclusions of the presidency event “Cultural and creative Industries, cities, and citizens fostering a sustainable development and well-being”² held in Barcelona from the 11th to the 13th of July 2023.

The **Barcelona Statement on CCIs** aims at boosting support for the cultural and creative industries in recogni-

tion of their social and economic contributions in Europe. In order to boost innovation, to achieve inclusive green and digital transitions, to ensure the well-being of citizens, the improvement of the way we live in cities and the sense of belonging to a Europe for all, the cultural and creative industries are key.

The location and organization of international exhibitions, conferences and cultural forums in cities and towns across Europe, help to create wealth and attract international investment.

¹<https://spanish-presidency.consilium.europa.eu/en/>

²<https://cluster2event.eupresidency.es/fecyt/en/info#>





Decalogue

10 commitments of European Cultural and Creative industries to strengthen cooperation



The **Barcelona Statement on CCIs** proposes 10 actions to be taken by the cultural and creative industries to **improve and boost cooperation** for the benefit of the European economy and of citizens.

1. To work towards shared values of the cultural and creative industries, across differences in size, background or origin of the companies, centres, or institutions.
2. To take advantage of opportunities that facilitate networking and cooperation, and support the long term sustainability of a European platform for collaboration between CCIs.
3. To join forces to promote the cultural and creative industries at a European scale.
4. To contribute to the development of better methodologies of analysis of the CCIs.
5. To contribute to bring stronger evidence on the economic and social impacts of the CCIs, providing scope for policies that can better leverage the strengths of the CCIs.
6. To support the creation of specific instruments for supporting CCIs.
7. To contribute to a better common understanding of trends and of the geography of the cultural and creative economy workforce.
8. To engage in local, national and European strategies to promote the skills needed for the CCIs.
9. To commit to equal opportunities.
10. To explore innovative connections between cultural expressions and Science.





GUIDELINES

I. Introduction – 75 years of Cultural Industries

75 years have passed since the term cultural industries was first coined. The cultural industries and creative industries were seen as distinct productive sectors that were not linked to each other, until the concept of interlinked cultural and creative industries was developed in 1948.

The ways in which these industries work have changed drastically over the years. Technological advances, globalisation, and the greater importance of media in our societies have all contributed to these changes. At the turn of the twenty-first century, along with the widely popularised concept of innovation, creativity became prominent in policymaking. Creativity was often associated with applied arts practices, intellectual capital, the generation of profit and the creation of jobs.

Now the two terms –culture and creativity– go hand in hand in the policies of the European Union, comprising actions for theatre, the audio-visual industry (cinema, TV, etc.), restoration, visual arts, radio, music, publishing, computer games, new media, architecture, design, fashion and advertising, among others.

II. Cultural and creative industries: A key innovation sector for social and economic growth

The cultural and creative industries (CCIs) are today a key part of the European economy. The CCIs are important creators of jobs and income, with a strong innovation capacity and close connection to other sectors of the economy. Cultural and creative industries employ 8.7 million people³ in the EU, equivalent to 3.8% of the total workforce, representing 1.2 million enterprises.

The CCIs are also a backbone of the economy at the city, local and regional levels. Cultural and creative industries create a multitude of new products and services and are important providers of new ideas and approaches for other activities. The CCIs are increasingly recognised as part of a wider innovation system through cross-innovation in other sectors.

Under the current Horizon Europe programme, the cultural and creative industries are also seen as an important part of the “social” dimension of democracy and sustainability, helping to shape culture, values, and perceptions across the EU⁴. Beyond their economic impact, the CCIs have significant social impacts: enriching our lives, fostering social and cultural cohesion, and contributing to a sense of belonging.

In recent years, as the importance of the cultural and creative industries has become widely acknowledged, policies to support the CCIs have been picking up. The EU is providing funding for research, innovation, education, and cultural production. Big companies in the field are investing more and more in innovation. Policymakers have come to recognise the CCIs as a strategic industrial sector in Europe, a key to providing the basis for future prosperity.

³<https://ec.europa.eu/eurostat/web/culture/overview>

⁴https://research-and-innovation.ec.europa.eu/research-area/social-sciences-and-humanities/cultural-heritage-and-cultural-and-creative-industries-ccis_en





III. Green and digital transition accompanied by the New European Bauhaus

In the strategic framework⁵ for the EU's cultural policy, the **priorities defined by the European Commission for 2019-2024** are highly relevant for policy making in the field of culture at EU level and for the key themes of European cultural cooperation: A European Green Deal; A Europe fit for the digital age; An economy that works for people; A stronger Europe in the world; Promoting our European way of life, and A new push for European democracy. The CCIs are also an instrument to contribute to respond to the Sustainable Development Goals of the United Nations⁶.

Apart from their social and economic impact, the CCIs have a clear potential to play an important role within the **European Green Deal and the New European Bauhaus**⁷. They raise awareness on climate change and ecology and mobilise their resources to support European citizens, cities, and societies for an inclusive, socially, and culturally sustainable climate transition. In parallel, the CCIs also need to transform themselves in an ecological and sustainable way.

In this regard, the **Digital Transition** promises enormous opportunities for Europe's cultural heritage and CCIS, as they have long been at the vanguard of experimenting with innovative models of digital production and distribution. Nonetheless, they are also facing serious challenges, as seen with the COVID-19 crisis that has accelerated the digitalisation even further. The sector had to adapt to new ways of engaging with culture and creativity due to lockdowns and social distancing guidelines.

Finally, the **New European Agenda for Culture**⁸ –focused on three strategic areas, with specific

objectives corresponding to social, economic, and external dimensions– support the positive contribution that culture brings to Europe's society, its economy and its international relations. The agenda sets out enhanced working methods with Member States, civil society organisations and international partners.

IV. The role of the City of Barcelona

In Spain, Barcelona is one of the central poles of creative activities, mixing artistic and creative expressions with new technologies. Indeed, a large part of Barcelona's current creative landscape is shaped by cultural and creative industries. This Catalan cultural sphere is in constant growth, and represents a powerful driver for creating competitiveness, wealth, and jobs.

The city's cultural heritage and creative dynamism are undoubtedly key elements that have contributed to making this territory one of the most important destinations in the world for the creative and cultural industry. Museums, like the Disseny Hub, contribute to dynamize and promote it, being a center of inspiration, meeting and welcome for the local design community, a reference for companies and professionals and a support point for innovation in creative industries.

Moreover, the 22@ district –where the DHUB is located– is home to more than a hundred small and medium-sized companies with important creative components. Many are dedicated to the development of creative software or the management of applications for leading sectors such as video games, mobile telephony or the formal design of objects and utilities.

⁵<https://culture.ec.europa.eu/policies/strategic-framework-for-the-eus-cultural-policy>

⁶UN Sustainable Development Goals <https://sdgs.un.org/goals>

⁷https://new-european-bauhaus.europa.eu/index_en

⁸<https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1527241001038&uri=COM:2018:267:FIN>





V. Towards an ecosystem of Innovation and Collaboration

Despite being considered as a potential growth sector that can be developed and positively influence the economy and society of the European countries, the COVID-19 crisis had accelerated the challenges of the CCIs. It had an impact on their operational levels, the audience engagement, the skills and knowledge, the business opportunities, the creativity and innovation, the sustainability, and the digitalisation.

This document calls on European Institutions, Member States and Associated Countries, regional authorities and other stakeholders to work together for stronger, more inclusive, more competitive and more innovative CCIs in Europe, that contribute to a sustainable development and to well-being, through the following guidelines and policy recommendations:

1. **To support** further research and innovation for and with the cultural and creative industries.
2. **To boost** the collaborative platform for cultural and creative industries that was launched at the event, EKIP. This initiative facilitates the development of ecosystem-level policies that promote open innovation, with cultural and creative entities serving as transformation drivers. The result will be strengthened capacity of CCI-actors to engage in and contribute to complex innovation processes, boosting a culture and creativity driven European innovation ecosystem.
3. **To strengthen** innovation policies for the Cultural and Creative Industries with better access to funding and incubators.
4. **To incentivise**, with policy actions, national and European funding initiatives for the competitiveness of European CCIs, supported by programmes and initiatives that strengthen business management, as well as tools that boost training and capacity building in the digital knowledge economy.
5. **To develop synergies and encourage** the innovation ecosystems created and nurtured by the Knowledge and Innovation Communities (KICs) of the European Institute of Innovation and Technology (EIT), in particular the KIC “EIT Culture and Creativity”.
6. **To contribute** to make Europe more prosperous, fairer, and greener for generations to come through the New European Bauhaus.
7. **To stimulate** the use of new technologies, artificial intelligence, platforms, digital skills, and other innovations such as the European supercomputing centres, a sector that has not stopped growing, to boost innovation in the CCIs, improve social welfare and contribute to a green transition in cities.
8. **To incite** the development of new innovative and sustainable technologies, methods, and materials to restore, preserve and manage cultural heritage, that will improve citizen’s quality of life and sense of belonging.
9. **To foster** the opportunity for culture to play an even greater role in driving economic, social, and indeed environmental outcomes. Culture should be considered as an integral part of wider policy agendas, such as social cohesion, innovation, health and well-being, environment, and sustainable local development.
10. **To propose** the increase of the valorisation of knowledge and learning about citizen artistic practices through the reinforcement of cultural entities as Research and Innovation agents. This will suppose the reduction of the structural imbalance between arts and science organizations and will encourage the industry relocation to less developed regions in the Member States.

