

Is Culture (including Creative and Cultural Industries) a key factor in Eusair and S3?

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Previous related works

- New Role of Macro-Regions in European Territorial Cooperation, **European Parliament (2015)**
- Is culture a key factor in the European Union's macro-regional strategies? **Economia della cultura (2016)**

EU multidimensional concept of culture

Cultural and creative industries

Cultural
Heritage

Visual Arts

Performing
Arts

Cultural and creative industries

- Cultural and creative industries are those industries producing and distributing goods or services that at the time they are developed are considered to have a specific attribute, use or purpose that embodies or conveys cultural expressions, irrespective of the commercial value they may have
- **They use culture as an input, in order to generate outputs that are mainly functional**

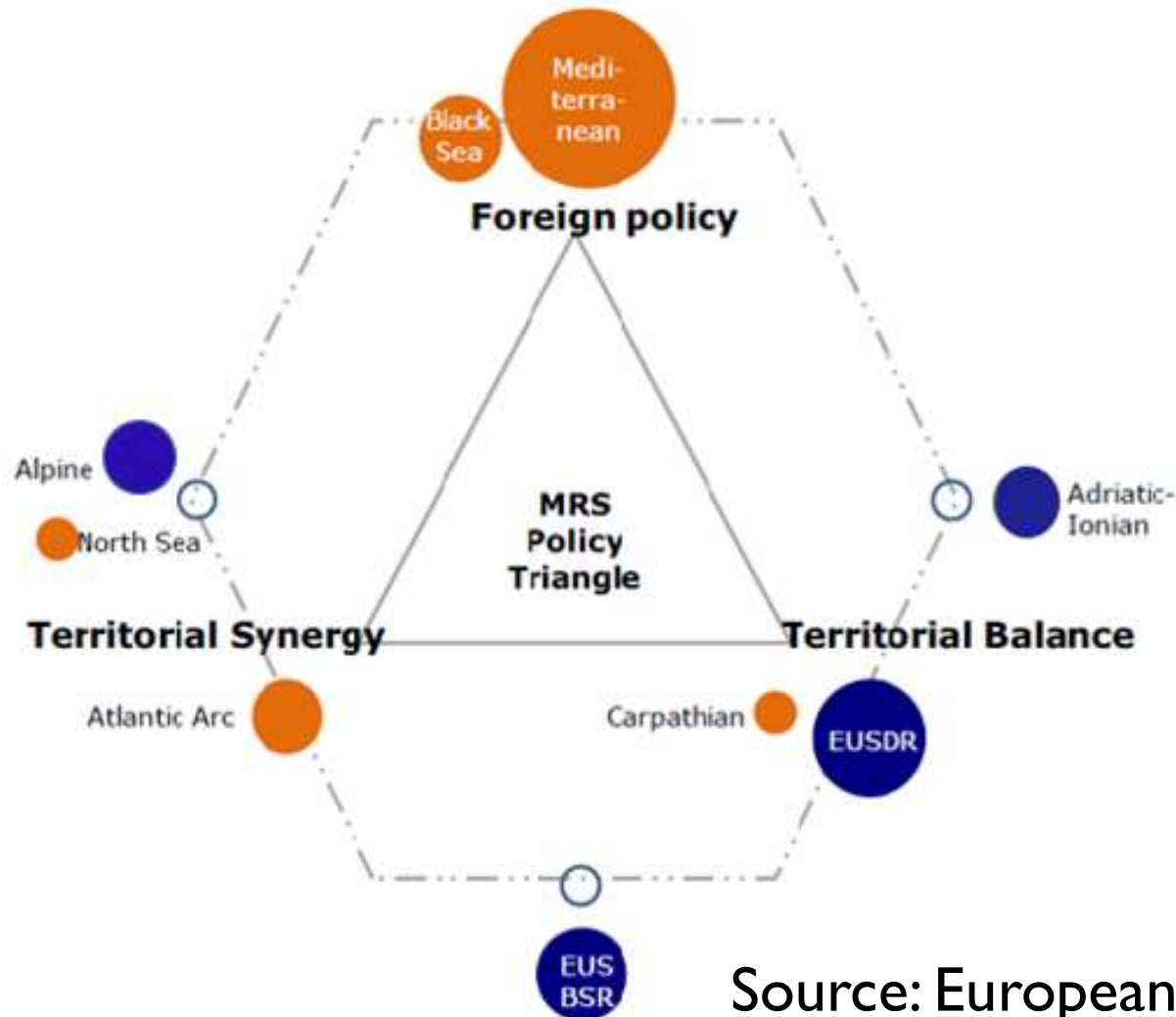
Cultural and creative industries

- They cover the traditional art sectors, but also include film, DVD and video, television and radio, video games, new media, music, books and press. Architecture and design belong to this category, as well as subsectors such as graphic design, fashion design or advertising
- **They have entered in some of the S3s**

Macroregional strategies and cohesion policy

- We all know that it would be misleading to look at MRS in a dominant cohesion policy perspective
- This became crystal clear to us when we contributed to the European Parliament study ‘New Role of Macro-Regions in European Territorial Cooperation’ (2015)

Macroregional Strategies Orientation Policy Triangle



Source: European Parliament (2015)

However...

.. let's have a look at the categorization of culture in 2021-2027 cohesion policy..

Categorisation of culture in 2021-2027 cohesion policy

PO I
Smarter
Europe

- **Cultural and creative industries** among other companies - S3 (even if not explicitly mentioned in the Intervention fields)

PO 4 Social
Europe

- (v) enhancing the role of **culture** and **tourism** in economic development, social inclusion and social innovation

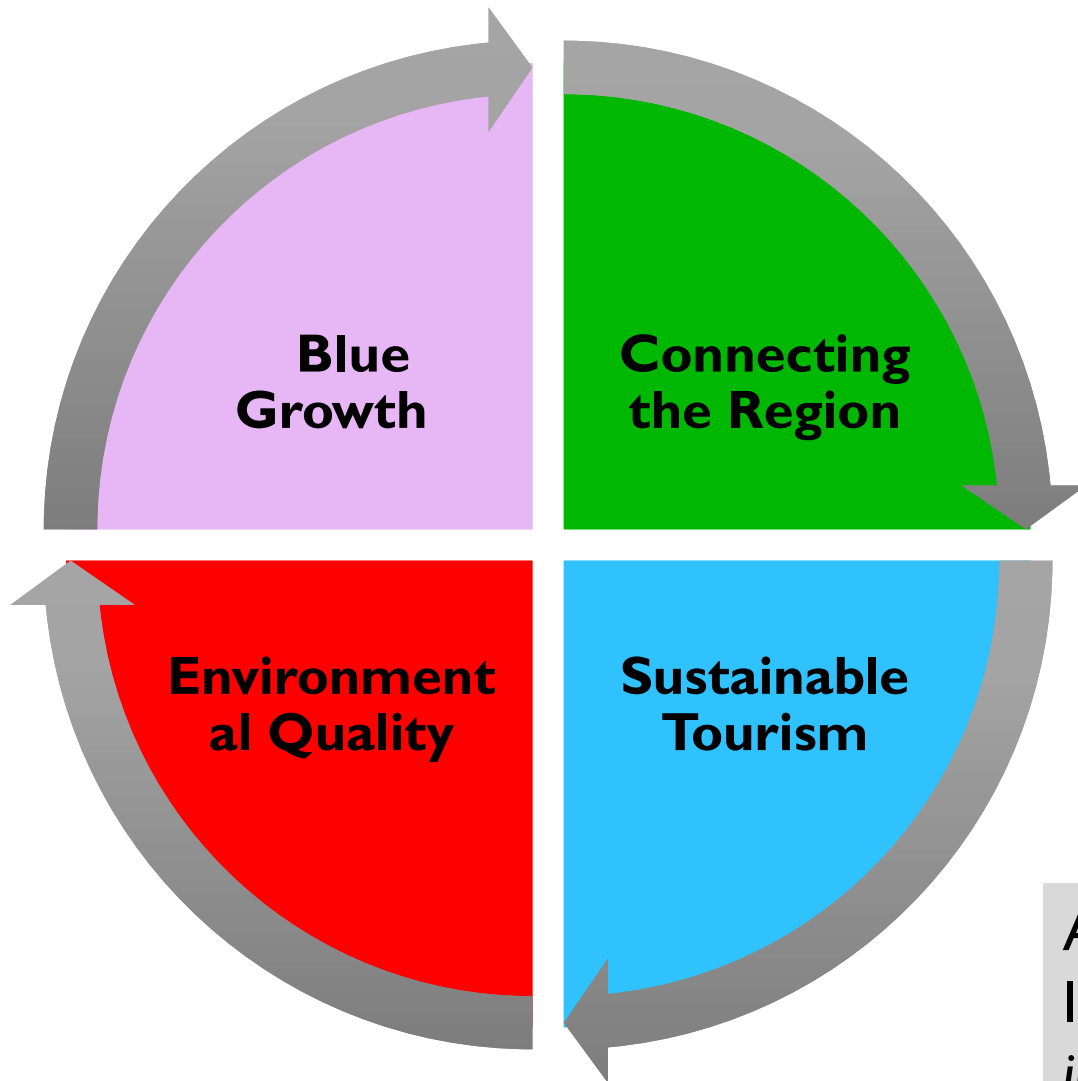
NEW!

PO 5 Europe
closer to
citizens

- **Cultural** heritage explicitly mentioned in the two specific objectives
- Intervention fields including **culture** and **tourism** (also associated)

**Intervention
fields &
Indicators!**

EUSAIR – Pillars / Topics / Actions / Projects

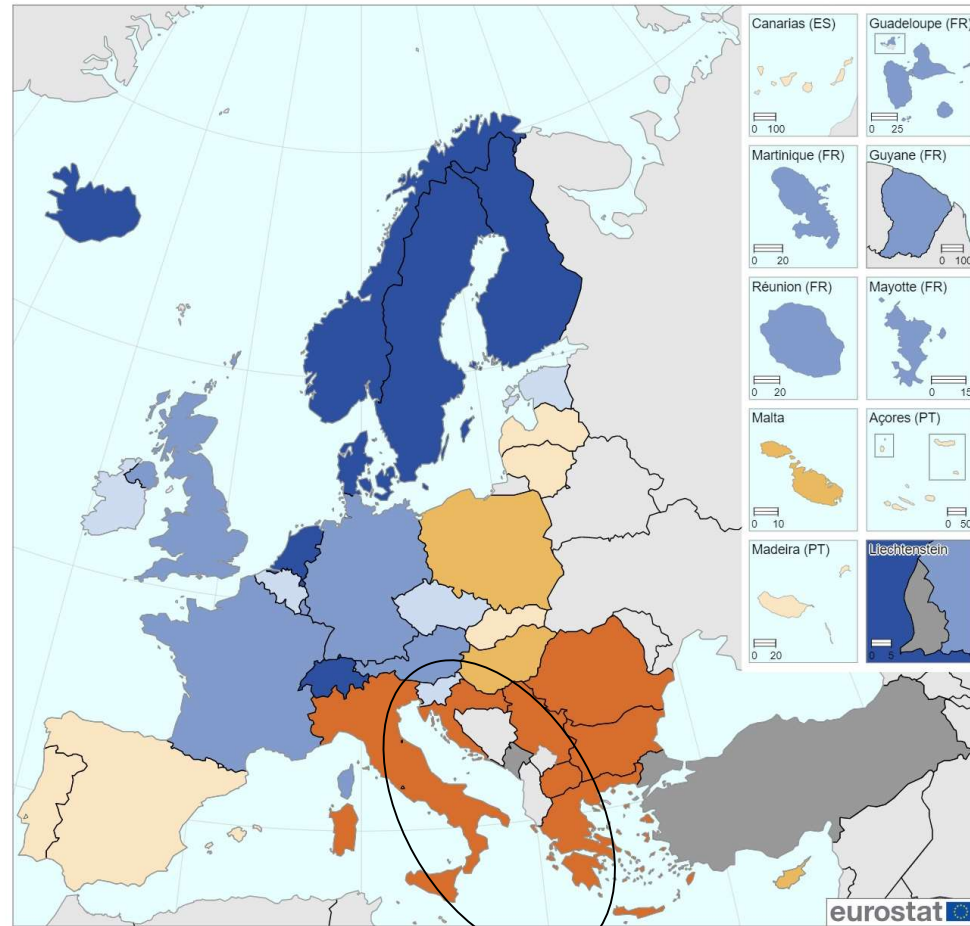


Culture is associated with tourism diversification (thematic approach) and reduction of seasonality

Action 'Fostering Adriatic-Ionian cultural heritage' includes as a project a network of creative industries

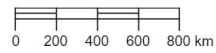
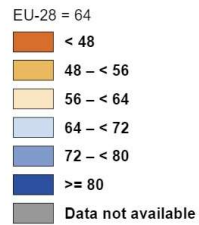
Cultural participation in EUSAIR

Cultural participation during the previous 12 months, 2015
 (% share of population aged ≥16 years)



(% share of population aged ≥16 years)

Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
 Cartography: Eurostat – IMAGE, 09/2019



Note: EU-28, estimate. Ireland, Poland and the United Kingdom: low reliability
 Source: Eurostat (online data code: ilc_scp03)

Open points to understand if culture can be a key factor in Eusair and S3

- Is the common conceptual framework allowing to share (at macroregional level) S3 that include the creative and cultural sector not really favourable, as I see?
- Do the stakeholders, and especially the creative and cultural industries, require to create a more favourable framework (1) for their involvement in S3 (2) for the development of stronger links between S3 at macroregional level?
- *Eusair Action Plan (2020)* mentions ‘sustainable tourism supported by creative and /or cultural industries’. What is the link between tourism and cultural and creative industries?

Only describe, don't explain

Ludwig Wittgenstein

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