

THE EUROPEAN STRATEGY FOR CULTURE IN THE FRAMES OF THE OBJECTIVE "EUROPE 2020"

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Abstract

The year 2020 constitutes the objective chronology of EU - 27 for an intelligent - sustainable and without exclusions development, in the frames of strategy of Lisbon that began in 2000, with an initial horizon the year 2010. The economic crisis that struck Europe in 2008 led to the shift of this time horizon, followed by an important actualisation of strategies and objectives.

In this direction culture and more specifically cultural and creative industries, are called to play a decisive role in the concretisation of the actions of European strategy, contributing to the improvement of social cohesion of the population of Europe, in the qualitative and economic upgrade of tourism, in the creation of jobs.

With this way culture contributes precious services in the achievement of sustainable development in local - regional - national – European level.

At the same time it contributes in the cultural upgrade of populations of Europe, in the configuration of a united cultural heritage, through the polymorph of European particularities, as well as in the development of innovation and technology, which are the basic elements for the paneuropean mobility of cultural goods.

Key words: "Europe 2020", Sustainable development, cultural - creative industries.

1. Introduction

2020 has been delimited by the EU as the actualised time horizon for the achievement of sustainable development in the 27 states - members of the European Union

The strategy "Europe 2020" for the decade 2010 ~ 2020, which was approved by the European Council in June 2010 (European Commission (a), 2010) is structured on the following three basic pylons:

1. Intelligent development: It is based on the knowledge and the know-how
2. Sustainable development: Efficient use of resources and emphasis in the green and competitive economy
3. Development without exclusions: High employment, aiming at the social and territorial cohesion

In the frames of these fundamental axes the populations of Europe and their institutional bodies are called to revise priorities and planning, adapting them in the European objectives and in basic actions, the most important of which are included in the strategy of "Europe 2020" which are:

1. Increase of rate in employment of population of 20 - 64 years from 69% in 2010 in at least 75% in 2020.
2. Investment of the 3% of GNP of EU in research and development.

3. achievement of the objectives "20/20/20" for the climate and the energy, that is to say to decrease the emissions of gases of greenhouse at 20% in comparison to the levels of 1990 (or at 30% if an international agreement is achieved), to increase by 20% the share of renewable sources of energy in the final energy consumption and to increase by 20% the energy output.

4. reduction of rate of premature school abandonment from 15% in 2010 to minimum 10% in 2020 and to increase the 31% in at least 40% the percentage of population (ages 30 - 34 years), that completes the third degree or equivalent education.

5. Reduction by 25% of the number of Europeans who live under the national limits of poverty, who are more than 20 million citizens.

The achievements of these actions from the states – members of EU shall help Europe to come out from the crisis and to acquire an economy strong and sustainable, with high levels of employment, productivity and social cohesion.

In the frames of this strategy the possibilities of cultural and creative sector are simultaneously rising as well as their contribution to the promotion of innovation (European Union Council, 2011), technologically or not.

Indicatively the digitalisation and the distribution of European cultural heritage is reported, which is attempted to be materialised via the digital Library "Europeana" (European Union, 2010).

It is not accidental that the European citizens- in specific research in the states - members of EU declare that they hope culture shall play an important role, in the application of the strategy "Europe 2020" (European Commission (b), 2011).

The achievement of an intelligent sustainable and green economy can be strengthened multidimensionally from the contribution of culture, so that these objectives will be achieved.

2. The contribution of culture in sustainable - intelligent and without exclusions development

Cultural and creative industries are a very dynamic tool of development and employment, representing, the 4,5% of GNP of EU (European Commission (c), 2011) and giving work in 5 millions citizens. (European Commission (b), 2010)

Culture and creativity are important factors for economic development, social cohesion, increase of employment, improvement of innovation and competitiveness, as well as for personal development.

The European agenda for culture, that (Official Journal of the European Union, 2007) was adopted by the European Union in November 2007 in the frames of strategy of Lisbon, pointed out the three main objectives which are:

- Promotion of cultural polymorph and endopolitismic dialogue
- Indication of culture as catalyst for productivity in the frames of strategy of Lisbon, for development, employment, innovation and competitiveness.
- Promotion of culture as vital element in the international relations of European family

These objectives can be achieved firstly, via dialogue with the cultural institutions in all level (local, regional, national, European), as well as via the "open method of collaboration", O.M.C. (open method coordination), so that a frame of collaboration round the strategic objectives of European agenda is shaped for culture.

The direct actions of application for the period 2008 ~ 2010 focused on:

- The improvement on the conditions of artists mobility and other institutions of culture
- The upgrade of access in culture, particularly in the cultural heritage, in the digitalization, in cultural tourism, in the collaboration with education and in the larger mobility of cultural collections
- The upgrade of elements, statistics and methodology in the cultural sector
- The maximization of possibilities on cultural and creative industries

In consequence on the European agenda on culture the European family shaped a new program for culture 2011 ~ 2014 (European Union (b), 2010) emphasizing in the following priorities:

Priority 1: Cultural polymorph, cross-cultural dialogue, accessibility and without exclusions culture.

Priority 2: Culture and creative industries.

Priority 3: Dexterities and mobility in culture.

Priority 4: Cultural heritage, including the mobility of collections.

Priority 5: Culture in the exterior relations.

Priority 6: Cultural statistic elements.

At the last decade total employment in the particular sectors increased 3 times, compared to the increase of employment in the EU economy (European Commission (c), 2010). This moment the European program "culture 2007 ~ 2013" is in application. The particular program is the continuity of the program "culture 2000 ~ 2006", as well as the first pilot programs such as Raphael, Kaleidoskope Ariane etc., which were materialized afterwards the Maastricht treaty in 1992 and the appointment of culture as one of the EU basic sector actions, which were developed afterwards the Maastricht treaty.

Following the policies that diachronically have been developed by the EU and the programs which have been materialized and are still materializing it is realized, that on the base of all efforts that were made in the sector of culture afterwards the Maastricht treaty, the action that were materialized, but also the visible results we can summarize the contribution of culture in the sustainable development in the following fields:

- In the use of sustainable modern technologies
- In the digitalization of cultural goods
- In the change of peoples behavior , with regard to the environment and their ecological sensitization
- In his combination with tourism
- In the increase of workforce
- Culture and the creative actions are promoting also the non technological innovation in the entire economy, contributing in the production
- High quality of services
- Competitive consuming goods
- Collaboration with education, aiming at the creation of capable and adaptable workforce, improving thus the economic results in its fields of application.
- In the aid of social cohesion and the development of local communities

3. Green Bible on the cultural and creative industries

3.1. In general

Aiming the maximization of contribution of culture in the sustainable development with an horizon the 2020, in April 2010 the European committee published the green Bible on the aspects of the cultural and creative industry (Unlocking the potential of cultural and creative industries), so that the effect of culture in the objective of strategy "Europe 2020" (President Barosso, 2010) is maximized.

The burst of technology and the globalization delimited new frames of innovation and competitiveness, in which henceforth and the cultural elements are moved.

Green Bible on culture delimits as cultural industries, those that produce and distribute services and goods, that have cultural expression.

Creative industries are respectively delimited those, that use culture as “imported given”, do have a cultural dimension, while their final result is asset as e.g. architecture, planning, as well as the graphic design the publicity etc.

In the frames of green Bible a big research was materialized, in the European family, that concerned the cultural and creative industries.

Governments, in central and regional level, professional unions, organizations and individuals from 22 states - members of EU and 5 out of Europe took part in the paneuropean research. (European Commission (d), 2011)

The questionnaire of research was reported in 7 thematic units as below:

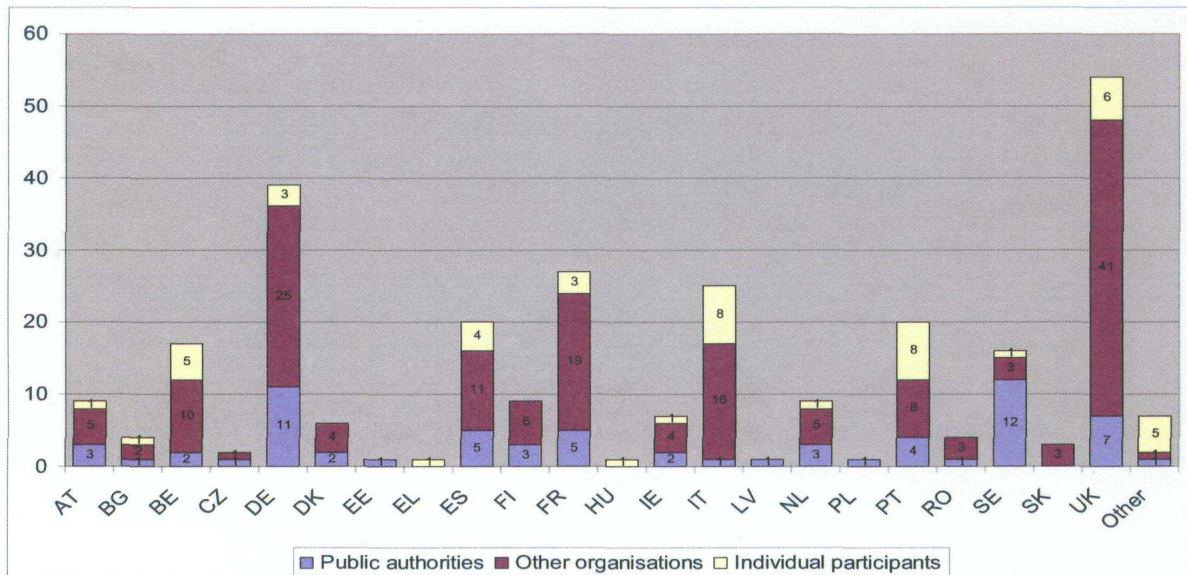
- New field for experimentation, innovation and business dexterity in the cultural and creative sector.
- Better combination of needs as for the way of management, in the cultural - creative industries.
- Access in the financing tools.
- Accent in the local and regional dimension.
- Mobility and circulation of the cultural and creative work.
- Cultural exchanges and international commercial action.
- Aiming a creative economy: widest development cultural and creative industries

3.2. Attendance of states of - institutions in the paneuropean research

Main objective of the green Bible is the examination and the arising of all possibilities that can increase the distribution and competitiveness of cultures and creative industries.

In table 1 those who took part per state - member of EU are recorded, institutions and individuals.

TABLE 1
Attendance per country and institution

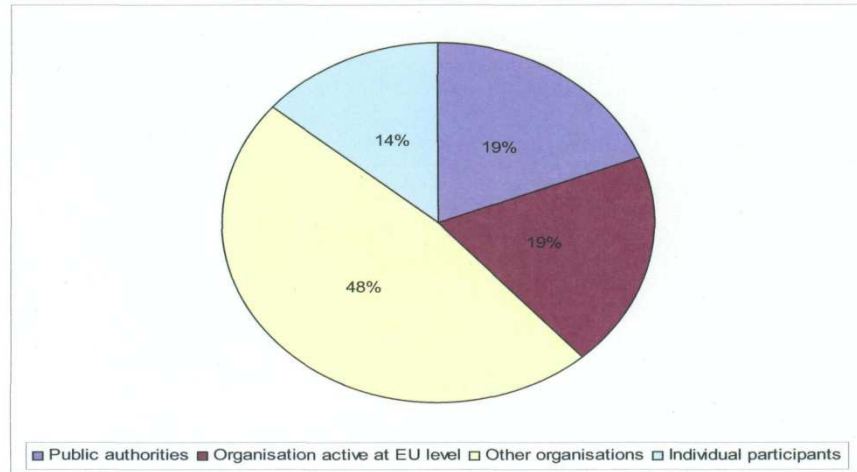


The overwhelming majority participating in this paneuropean research considered very important this initiative, in the frames of configuration of attractive environment for the cultural and creative action.

It is certain that this effort will contribute in the development of European collaboration, so either from social, or from economic aspect.

In table 2 the analytic quota of institutions that took part in the research is presented.

TABLE 2
Attendance per institution in the European research



The element that is recorded is very important, with major contribution of local authorities, cultural institutes and institutions in the particular research, since the particular institutions are those that will develop will partly manage and will finance the cultural action.

One still important element of research that we can record, is the very good distribution participating in the research, concerning the 13 sectors the cultural and creative action, that mainly attracted the interest in the research.

Table 3 presents analytically the percentages of attendance per sector of cultural action.

TABLE 3
Distribution of attendance per field of cultural activity

Sectors	%
Cultural heritage	8
Visual arts	7
Performing arts	11
Books and press	8.5
Music	8
Film - DVD - Video	9
Television and radio	8
Video games	2.5
New media	4.5
Architecture	3
Design	5.5
Other ²	25
Total	100

3.3. Evaluation of research – conclusions

- The first element that should be reported, is the very positive reception in the initiative of European Union for the conduct of this paneuropean research in a particularly attractive environment, that shape the cultural and creative industries.

- A second important fact is the development of collaboration of European family, that is reflected in the increasing comprehension between the members states of European Union, as far as social and economic viewpoint is concerned.
- It is proved by the research the important usefulness, of the green Bible, and of the initiative of questionnaire, because it raised the initiatives, so much in national, and in local level, in a season where it is particularly essential, the one to learn from the other.
- The segregation of “cultural” and “creative” industries is a fact that it created differentiated approaches and oppositions, as also the segregation between profitable and not profitable action did. It is obvious that in a second more specialized level, the above subjects should be examined more analytically.

4. Culture and local - regional Development

The regional territorial and demographic units in the European community are distinguished for the polymorphic and the particularity of their cultural wealth. This results from the needs of citizens and involved institutions, concerning the action that develops also the social - economic and cultural cohesion.

The social and economic cohesion of each member state in the European Union is influenced decisively by the cultural level of citizens of each region. This level is the element that will function in the direction mutual understanding of also collaboration of populations of Europe diachronically and particularly in periods of crises, as the one that is being experienced today in EU with emphasis in the countries Greece, Portugal, and Ireland.

At the same time the role and the institutional frame of local self-government in the countries of European Union present big polymorph and have their base in the history, the policy and the sociopolitical reality of each state. (Theodoropoulou and all, 2011)

Tourism, an important factor of the economic life of each country, already has been combined in the past few year with the cultural conducted tour of visitors.

The prospects of further development and collaboration are still very important for the economic entity of any local society and the cultural depth of visitors as well.

The professional pastime, as well as the increase of occupied human potential, is still one very important aspect that the culture contributes, in local and regional level.

The above-mentioned action leads obviously to the development of innovative ideas, to the management of cultural elements of each region, for example to the form of conducted tour, to the development of programs of virtual reality, to the supply of intelligent innovative material, that will function multiplicative for the attracting of visitors.

Therefore we can summarize the fields in which the cultural and creative industries contribute in the frames of local and regional development and which are:

- Development of sustainable tourism
- Increase of employment
- Development of innovative products and services
- More people visiting (region-area)
- Development of new dexterities and aid of competitiveness

5. Greek reality

The power of Greek culture constitutes diachronically a decisive creative factor, so much for the country, as for the world community. Greek culture is a basic element for the regeneration of modern pro-European – Greek friendly movement so much useful today for Europe and Greece.

The cultural elements of Greece in combination with modern cultural tendencies can and should determine the modern policies in the sector of culture.

The cultural events in progress in Greece should constitute integral elements of modern Greek education.

Cultural and creative action in the Hellenic region should be developed in the below main axes, in the direction, as much in the brought up and their exploitation, as in their contribution in the sustainable development.

- Training multileveled cultural files and papers per Prefecture in the entire country, in an effort of a completed recordement of all its cultural layers.
- Development of multi dimensional cultural parks in regions of archaeological fields (e.g. parks of Sculpture and other reports, in fields as Olympia - Delphi etc.).
- Combination of Greek cultural delivery with modern world tendencies in the fields of arts.
- Creation of a national cultural informative network, that will connect the regional departments in the entire country, to a central level of report.
- Continuing education of the personnel that serves in culture and in other creative actions.
- Rational exploitation of financing tools as:
 - National Resources
 - E.S.P.A.
 - Cooperation of State and Private Sector (C.S.P.S.)
- Exploitation of unexploited and downgraded places by transforming them in National Cultural Centers (as Hellinikon - Tatoi - old camps etc.).
- Modernization and upgrade of functioning cultural places (Museums - archaeological fields etc.).
- Modern Methods of Administration of cultural institutions, with exploitation of private initiative and scientific knowledge of Universities.
- Development of Academic Departments and Faculties, that will cover all the modern forms of art (sculpture - painting - music etc.).
- Emphasis in programs of unification archaeological and cultural fields in the big urban centers (as the unification of archaeological fields of Athens).
- Emphasis in the development of bibliophilism, with absolute priority to the 1,5 million of students both male and female

At the same time main priority should be given in the development of culture in local and regional level. The new regional reformation of country and new Kallikratikoi Municipalities owe to upgrade the services of culture, to increase their financing, to upgrade objectives and their actions, promoting culture to the leading pylon of the local existence.

Specific actions that should immediately be in order

- Each school adopts an old monument and a modern work of art.
- Development of educational courses in museums and other cultural centers.
- Intensification of cultural twinning with the local self-government in the interior and abroad, by exchanging cultural and creative work of arts, as well as common cultural actions.
- Enactment in each municipality a 15days cultural traditional festival
- Creation artistic and theatrical teams in the all urban centers.
- Emphasis in the students actions per school in culture and musical schools in the entire territory, many from which with the modern infrastructures that they possess, can cover a very important part of cultural action in the level of Municipality.

Conclusions

From the parts that were developed above, the strategic planning, as well as the policies and actions that are being materialized in the field of culture, its catalytic role in the achievement of the objective "Europe 2020" is being brought up.

It is obvious that the intelligent - sustainable and without exclusions development that is attempted to be achieved by the plan of EU "Europe 2020" requires the collaboration of all states - members of European Union. The cultural and creative industries can help considerably in the achievement of the above-mentioned objectives based on the axes that engrave the cultural agenda 2007, the green Bible 2010 as well as the all ameliorative directions that will be published up to 2020.

This way we can be optimistic that the main objectives "Europe 2020" will be achieved and in specifically:

- The social - economic cohesion of population of Europe
- Their cultural convergence through the existing polymorph
- The decisive contribution of culture in the mutual understanding of problems that each country separately have

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