

## 2009 European Year of Creativity and Innovation

Tapping into our individual creativity brings great personal satisfaction and growth. Tapping into our communal creativity can generate huge returns of innovation and productivity.

Parliament and cultural stakeholders have pointed this out to us on various occasions. And you've set our creative juices flowing. A European Year of Creativity and Innovation in 2009 would turn the spotlight on creativity: focus

on the cultural dimension of education, and highlight how education can promote creativity in the broadest sense.

- Estudo sobre o valor económico da diversidade cultural na UE e o papel das sociedades de autores e o impacto da gestão colectiva da UE das políticas de direitos (proposta de Erna Hennicot-Schoepges / PPE-DE)
- Mobilidade das obras de arte dentro e fora da UE (proposta de Claire Gibault / ALDE)

Audição pública: "Indústrias culturais europeias no âmbito da Estratégia de Lisboa"

### 1. A economia da cultura: perspectivas para uma política europeia

As exposições de Philippe Kern (KEA European Affairs) e Yannick Guin (porta-voz do projecto ECCE, Developing Economic Clusters of Cultural Enterprises, Nantes) são seguidas de um debate.

### 2. O potencial da cultura na Europa e a contribuição das indústrias culturais europeias para o desenvolvimento sustentável na Europa

As exposições de Felice Crema (Universidade Católica de Santo Cuore de Milão), Irina Krohn (Fundação Finlandesa de Cinema) e Yannick Guin (porta-voz do projecto ECCE, Developing Economic Clusters of Cultural Enterprises, Nantes) são seguidas de um comentário de Sylvain Pasqua da Comissão Europeia (DG EAC) e um debate. Intervenções: Guy Bono, Ruth Hieronymi, Maria Badia, Marie-Hélène Descamps, Grazyna Staniszevska, Hannu Takkula, Pál Schmitt.

## **A study commissioned in the run-up to European Year of Creativity and Innovation**

The European Commission has assigned a study on the contribution of culture to individual and collective creativity to

. The study will focus on ways to promote the specific role of creators and creative industries in fostering individual creativity and social innovation. Policy recommendations based on the research are to be included in the report due in February 2009, at the beginning of the European Year of Creativity and Innovation.

The European Year of Innovation and Creativity has been conceived as a cross-cutting initiative covering not only education and culture, but also other policy domains such as enterprise, media, research, social and regional policy, and rural development.

The focus of the Year is on all forms of innovation, including social and entrepreneurial innovation, and highlighting creativity in domains ranging from mathematics to technology as to foster problem-solving skills and practical application of knowledge and ideas. It is emphasised that the European Year of Intercultural Dialogue will be followed up within the actions of this new European Year.

The objective of the Year is to provide an impetus to creativity and innovation as long-term priorities for the European Union. The proposal for the Year still needs to be endorsed by the Council and the European Parliament at the end of this year.

Culture Action Europe will use its chairmanship of the working group on the interface between artistic creation and industries (within the dialogue platform on 'the potential of the cultural and creative industries') to crystallise reflections on the not-for-profit arts' synergies and contradiction with the cultural industries agenda and to prepare to highlight the many assets it can provide to tomorrow's creative economy.

Further reading:

[Exploring the cultural and creative industries debate](#)  
[The cultural industries and the economy of culture](#)