



# CULTURE POUR LE FOR THE FUTURE

an initiative of the  
European Commission

# Manifesto CULTURE FOR THE FUTURE

A vision on creativity, innovation,  
and dialogue for sustainable  
development

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Directorate General for International Cooperation and Development



# Culture has intrinsic value and is a driver for transformation and social innovation

Culture has been acknowledged as a pillar of sustainable development. As an enabler, culture is a powerful vehicle for communication as well as for the promotion of behavioural change. It should thus bring major contribution to the progress made on reaching the Sustainable Development Goals and targets.

As such, culture is a fundamental human right, promoting and depending on freedom of expression, respect for cultural diversity and gender equality. The cultural sector can reduce inequalities by building bridges between different communities.

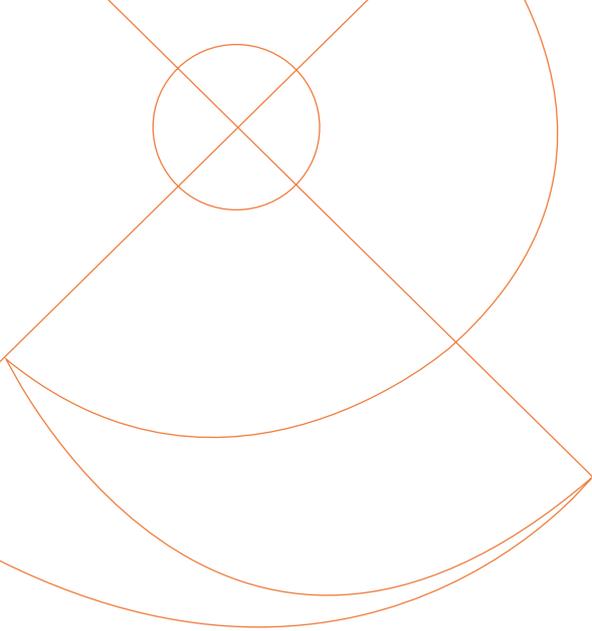
Cultural cooperation and intercultural dialogue contribute to building trust, and foster a shared sense of belonging. This is increasingly important in an uncertain world, with attacks on human rights, freedom and democracy.

Culture can be a powerful platform for tackling today's key societal challenges, due to its capacity to elicit powerful cognitive and emotional responses. To this purpose, we need to experiment, build vision and confidence, and develop a repertoire of core practices and methodologies, including through education programmes.

Culture has proven to be an effective tool in the promotion of conflict prevention and resolution. Cultural actions create safe spaces for free expression, exchange and mutual understanding, contributing to social cohesion. Such spaces are constructive in settings of potential conflict. By opening public and private spaces for coexistence and mutual exchange, culture becomes a laboratory for social innovation.

Beyond its role in the pursuit of sustainable human development, culture is increasingly a driver for economic growth. The safeguarding, preservation and valorisation of cultural heritage and the cultural and creative industries stimulate jobs, empower youth and women and contribute to resilient, and tolerant communities that respect cultural differences.





"Rebirth Ribbon" – Third Paradise performance by Pistoletto Foundation and Patzaikin Experience

At the same time, culture helps people to familiarise with new, unexpected and challenging ideas, setting the ground for innovative societies and economies.

The digital revolution offers opportunities for culture to make a difference in a changing world, paving the way to increasingly sophisticated forms of cultural co-creation and distribution. Archives, public libraries and museums are all depositories of cultural diversity and heritage, yet all too often receiving insufficient attention and resources.





Gala event "Din Kabul la Bamako" - Concept & art director: Clara Bauer - Musical director: Saïd Assadi - Costumes: Ethical Fashion Initiative

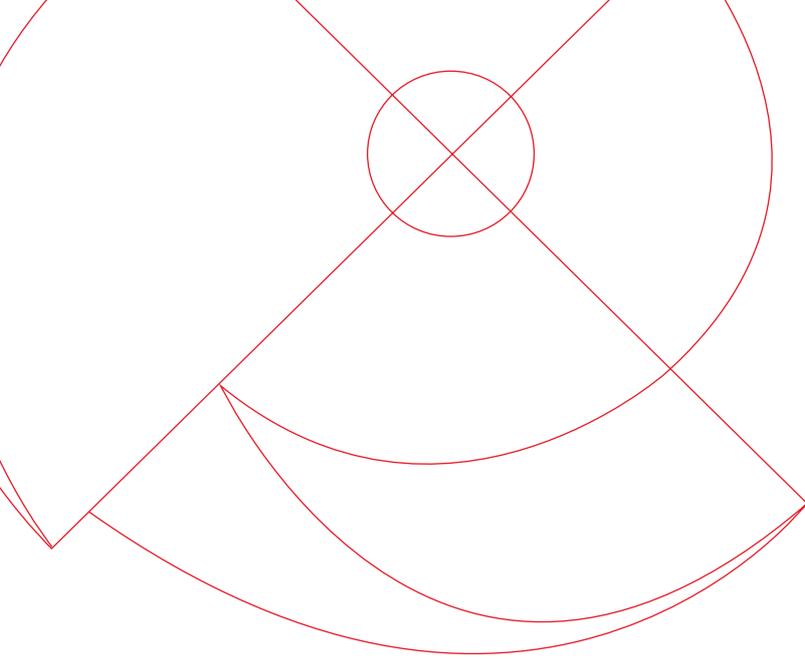
## A world of opportunities to seize

Empowering cultural operators and artists as change-makers, creators of jobs and advocates of human rights, contributes to a fairer, peaceful, and more sustainable world.

Access to culture as a right and basic component of development is all too often hindered. There are economic and legal barriers to cultural participation and to the full recognition of cultural and ethnic diversity. The unequal distribution of cultural infrastructure limits active participation, especially among economically, socially and politically vulnerable groups.

Recognising the power of culture, international organisations, donors, governments, civil society and foundations as well as the private sector have increasingly provided funding and support to cultural operators and heritage initiatives. Yet, the sector still faces significant obstacles in achieving its full potential. Weak institutions, fragile and uncertain environments thwart investors from engaging in long term cultural and heritage projects.

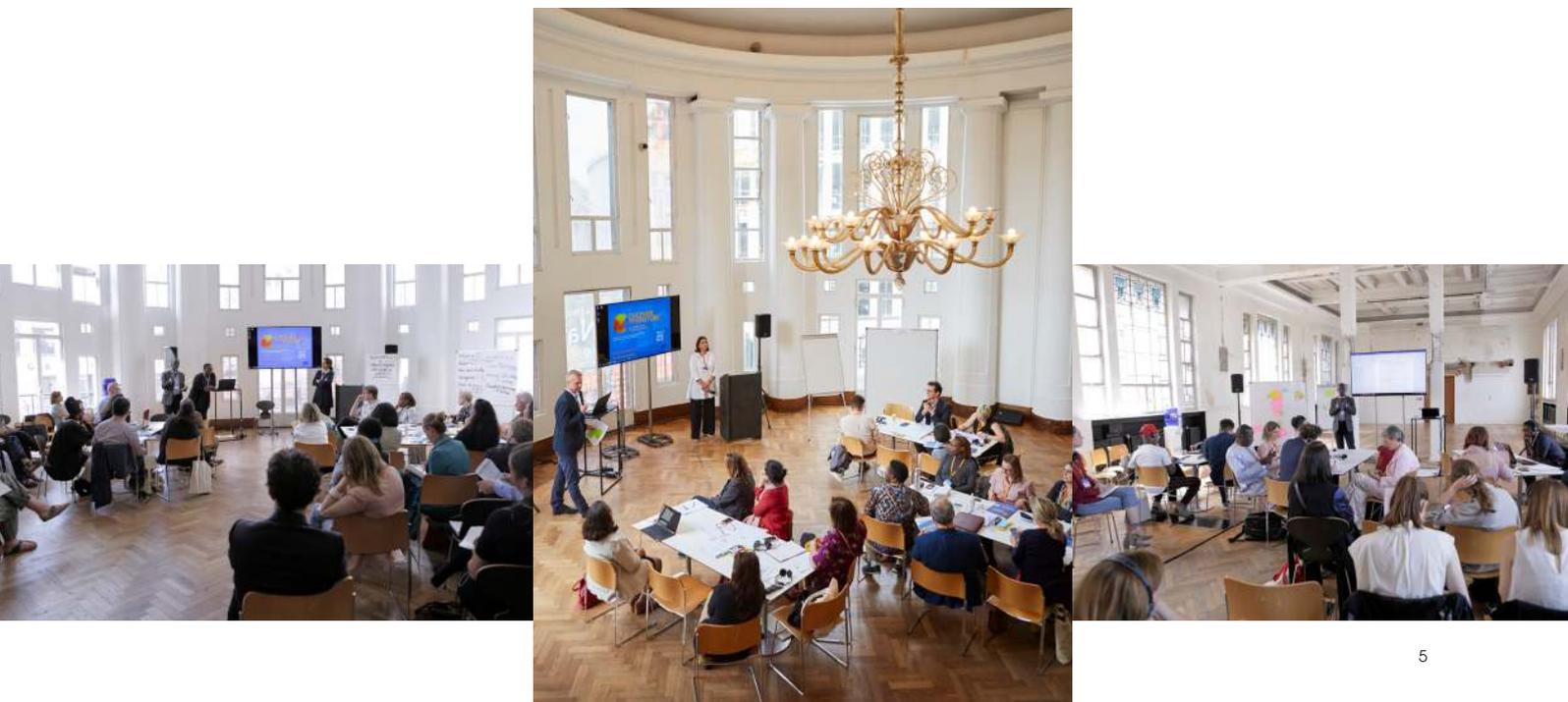




Present support to cultural and creative industries is fragmented. The sector is characterised by precarious jobs and uncertain incomes. Inappropriate regulatory frameworks of cultural markets make them too risky for investors. There is limited access to predictable funding for small enterprises, incubators, hubs and start-ups. Co-production, especially across borders, is restricted.

People-to-people exchanges are key to building peaceful relations and successful business opportunities. Yet, the mobility of artists and artworks is hampered by administrative issues and limited funding. Another obstacle to access international, regional and local markets is the lack of professionalization.

Digital technologies are an enabler of growth and development when everyone can fully benefit from digitalisation. Digitalisation raises concerns among cultural and creative professionals related to cultural diversity, copyright, fair remuneration of creatives, and global access to culture. Education – including digital literacy and digital skills – plays a key role in facilitating access to culture and new technologies. Still, young people risk not embracing cultural heritage and artistic products, if they are not being exposed to them from an early age, in the educational system.



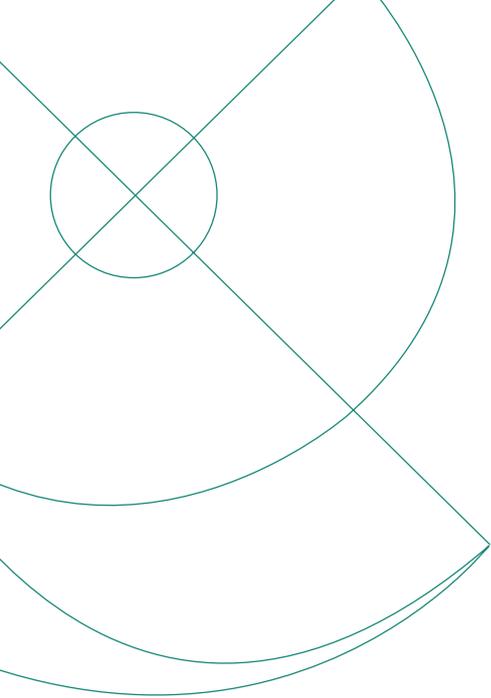


# **E N H A N C E D C O M M I T M E N T**

## **10 RECOMMENDATIONS FOR CULTURE FOR THE FUTURE**

The artists, private sector, civil society, financial institutions, governments, international organisations and donors, including the European Union institutions and the EU Member States, should:

- 1. Create an enabling environment for culture and creative sectors**
- 2. Strengthen professionalisation and knowledge management**
- 3. Access to financing for the culture and creative sectors**
- 4. Increase access to markets**
- 5. Support the mobility of artists and cultural entrepreneurs**
- 6. Promote culture and cultural heritage as the foundation for dialogue, mutual respect and peace**
- 7. Leave no one behind**
- 8. Create an enabling environment for culture in the digital era**
- 9. Invest in education for culture for all ages**
- 10. Integrate culture in funding for sustainable development**



## **1. Create an enabling environment for culture and creative sectors**

Acknowledge and actively support artistic freedom, freedom of expression and cultural diversity

Promote, build or modernise the enabling environment and governance for cultural and creative industries, including through cultural policies at all levels

Empower and include civil society, cultural and creative industries in policy development and develop innovative ways of cooperation, such as thematic clusters

Promote fair and equitable remuneration for cultural operators, professionals and artists

Set-up, harmonise and enforce copyrights regimes

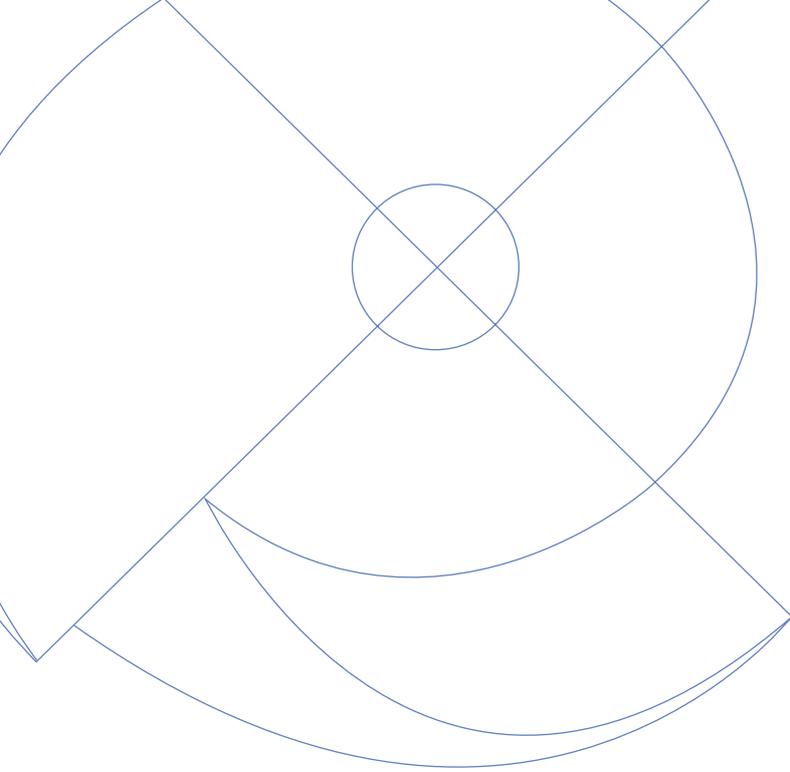
## **2. Strengthen professionalisation and knowledge management**

Invest in capacity building and in the professionalisation and training of cultural and creative sectors, cultural institutions and public officials

Improve collection, analysis and management of data and impact measurement of funding and investment in culture

Promote market intelligence among others in targeted niche markets for cultural actors in developing countries

Organise biannual gatherings like the Colloquium, as a method to share knowledge and assess progress



#### **4. Increase access to markets**

Promote the exchange and dissemination of cultural and creative products and services across continents and countries

Improve participation in crowdfunding campaigns to finance cultural and creative products or enterprises, including by diasporas

Enhance the fight against trafficking of cultural heritage and improve international cooperation on this topic

Cooperate with the cultural and creative industries and other private sectors to find market opportunities for their products (e.g. organise markets and fairs; education of audiences)

Promote international entrepreneurial, creative and artistic cooperation, co-production, and co-creation

Promote the cultural sector in trade and cooperation policies to facilitate market access

Give priority to the development of local infrastructures for the production and distribution of cultural and creative products

#### **3. Access to financing for the culture and creative sectors**

Establish comprehensive multi-lateral investment initiatives, taking into account the full value chain and clusters of the cultural industries in accordance with the principles of objectivity and transparency

Support the development of diverse tax incentive models and policies to stimulate investments from private sector and philanthropy

Ensure differentiated finance such as blended finance, impact investment and outcome funds

Promote financial innovation that addresses inclusion, gender, and removes social and cultural barriers

Strengthen domestic resource mobilisation that builds ownership, self-esteem and dignity

Improve financial, entrepreneurship and managerial literacy in the cultural sector and cultural literacy in the business sector

#### **5. Support the mobility of artists and cultural entrepreneurs**

Support the mobility of students, cultural and creative professionals for long-term and short-term exchanges, co-production, distribution, both South-North and South-South

Improve visa applications process to culture professionals (e.g. "Schengen" for artists)

Engage in peer-to-peer learning and cooperation, including through twinning activities and triangular cooperation as well as by taking advantages of networks such as the European Capitals of Culture or other existing networks for creative hubs and cultural entrepreneurs

## **6. Promote culture and cultural heritage as the foundation for dialogue, mutual respect and peace**

Promote culture and cultural heritage as the foundation for dialogue and peaceful inter-community relations and international relations

Promote intercultural and interfaith dialogue and cultural diversity, to support peacebuilding and conflict prevention, as well as cohesive and resilient communities

Foster local, national, regional ownership of cultural heritage while fighting against deliberate destruction of cultural heritage and illicit trafficking of cultural goods

Strengthen sustainable cultural tourism supporting, safeguarding, promoting and valorising cultural heritage

## **8. Create an enabling environment for culture in the digital era**

Make digital technology an asset for all cultural sectors and ensure access to cultural diversity and visibility of diverse cultural content in the digital environment

Ensure balanced flows of digital cultural goods and services and recognise their public value and specific nature, based on their cultural, social and economic dimensions

Improve the collective bargaining position of creators for the rights of their works and promote dialogue between online content sharing service providers and right holders

Raise awareness about the functioning of the digital cultural environment by investing in research and knowledge institutions and networks

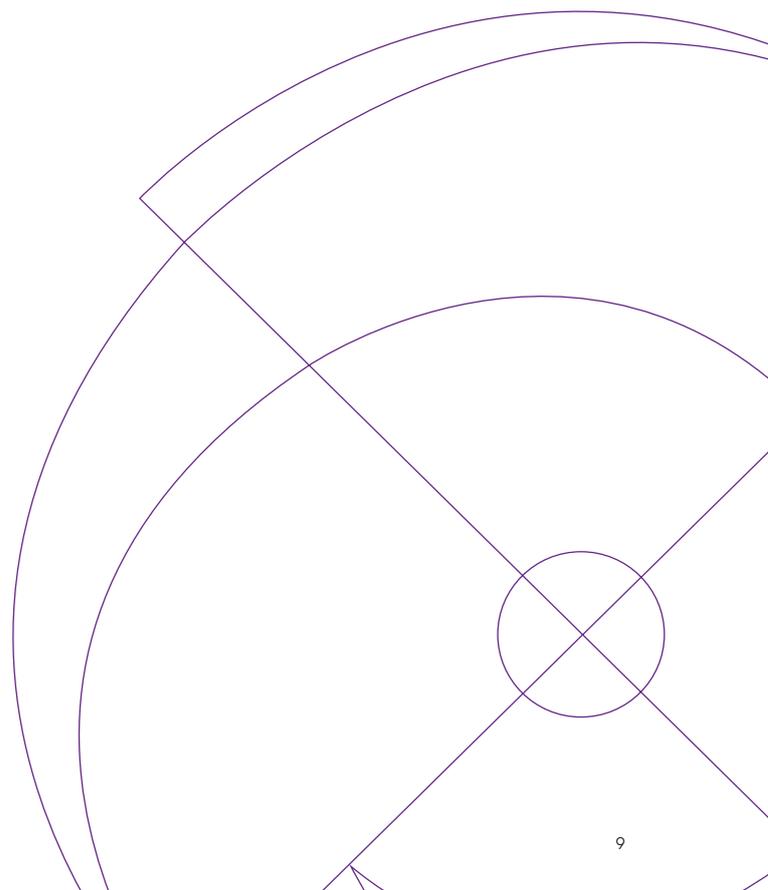
## **7. Leave no one behind**

Adopt participatory and inclusive approaches that involve vulnerable communities, women and youth

Include local communities and ensure the availability and access to public spaces for co-creation, exchange, and encounters among diverse groups with special attention to south-south cooperation and exchange of best practices

Support culture as a tool for urban regeneration

Create and strengthen local, national and regional cultural infrastructures adapted to the needs of the various cultural actors and ensuring access for the greatest number of cultural assets



## 9. Invest in education for culture for all ages

Develop specific digital skills needed for creators, cultural professionals and citizens in general, with special attention to women and youth, in order to deal with the accelerated changes to the cultural value chain

Ensure that the arts and culture are part of education curricula, together with digital literacy and digital skills

Support multilingualism as a way to create bridges among communities and promote cultural diversity

Strengthen national research capability on history, tangible and intangible cultural heritage and cultural expressions

Support curricula development and training of teachers

## 10. Integrate culture in funding for sustainable development

Integrate culture in all national and regional development programmes

Promote national and local ownership in the design and decision making of programmes

Make administrative processes easier for cultural and creative actors

Use donor funding to leverage private financing through instruments such as the European External Investment Plan (EIP)





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online community  
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*Cultural and creative industries are one of the most rapidly expanding sectors of the global economy, they can help to improve the lives of citizens and address several of the UN Sustainable Development Goals.*

**Audrey Azoulay**

*Director General  
UNESCO*

*Job creation in cultural and creative industries is a real alternative to youth migration. African governments should therefore adopt cultural policies as soon as possible.*

**Youssou n'Dour**

*Singer and composer  
Senegal*

*We can conceive culture as an instrument for community inclusion, a vehicle for dialogue and understanding or as an instrument of gentrification and exclusion. It is therefore urgent to act and make the right choice.*

**Sylvie Durán**

*Minister of Culture  
Costa Rica*

*Culture may be one of the most powerful drivers of social change and social impact in the coming years. We are starting to understand why and how, but it's time to experiment, build vision and confidence, and pull culture away from the far corners of the policy map towards the centre.*

**Professor Pierluigi Sacco**

*Professor of Cultural Economics  
IULM University Milan, Italy*

*We are a mixture of different communities, our identity is based on this diversity.*

**H.E. Jorge Carlos Fonseca**

*President  
Republic of Cabo Verde*

*Culture is at the heart of social cohesion. Through culture, we can help fighting inequality. Culture comes from and belongs to the people.*

**Stefano Manservigi**

*Director General  
International Cooperation & Development  
European Commission*

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