



# CULTURE AT THE HEART OF EU INTERNATIONAL RELATIONS



Culture is an essential part of our relationship with today's world to make the EU a stronger and more sovereign global actor. Culture is a powerful tool to build bridges between people, notably the young, and reinforce mutual understanding. It can also be an engine for economic and social development in and outside the EU. Europe's cultural richness reinforces its foreign policy.

## THE EU, A CULTURAL POWERHOUSE



**6.7 MILLION PEOPLE, OR 3% OF THE EUROPEAN WORKFORCE** WORK IN THE CULTURAL AND CREATIVE SECTORS



FOR EACH DIRECT JOB, THE HERITAGE SECTOR CREATES **UP TO 26.7% INDIRECT ONES** (E.G. TOURISM). TO COMPARE, FOR THE CAR INDUSTRY, **THIS RATIO IS 6.3 %**



**3.5% OF ALL EU PRODUCTS AND SERVICES ANNUALLY** COME FROM THE CULTURAL AND CREATIVE INDUSTRIES

In June 2016, the **High Representative/Vice-President Federica Mogherini** and **Commissioner for Education, Culture, Youth and Sport, Tibor Navracsics**, launched a new strategy for international cultural relations, which brings together all relevant policy areas and strengthens the EU's foreign policy. The Strategy aims at boosting cultural cooperation with partner countries and makes a significant contribution to a global order based on peace, the rule of law, freedom of expression, mutual understanding and respect for fundamental values.

## THE STRATEGY'S KEY PRINCIPLES

**A strategic framework** has been put forward for deeper and more effective international cultural relations as well as **a new model for cooperation** with Member States, national cultural institutes, private and public operators from the EU and its partner countries, increasing opportunities, creating synergies and maximising socio-economic benefits.

An **EU Cultural Diplomacy Platform** was set up in February 2016 to support the implementation of the Strategy and provide advice on external cultural policy, facilitate networking, carry out activities with cultural stakeholders, and develop training programmes for cultural leadership.



**EU CULTURAL DIPLOMACY PLATFORM**



**STRATEGIC FRAMEWORK**



**NEW MODEL FOR COOPERATION**

## The strategy's three main objectives:



### **SUPPORTING CULTURE AS AN ENGINE FOR SUSTAINABLE SOCIAL AND ECONOMIC DEVELOPMENT**

Culture is a source of inclusive growth and job creation. Global trade in creative products has continued to expand in recent years, making culture a tool for development of the creative industry.

**Creative Europe programme:** the programme comprises hundreds of European cultural cooperation projects, platforms and networks. In 2017, cultural organisations from third countries were involved in 174 Creative Europe grants: 106 projects with the Western Balkans, 15 projects with the Eastern Partnership countries, and 53 projects with Norway and Iceland. For the next long-term EU budget 2021-2027, the European Commission has proposed to increase funding for the programme to €1.85 billion. This will increase support for European cultural and creative sectors, audiovisual works and their distribution in Europe and abroad; it will also strengthen the role of cultural diplomacy in the EU's international relations.

The **"Ethical Fashion" programme**, supported by the EU since 2017, is giving work to more than 10,000 craftspersons from Western Africa in textile productions for big world fashion brands.

**The Annual Action Programme for the Caribbean and Cuba**, worth €12 million, mobilises cultural heritage and creative industries, especially related to sustainable tourism.



### **PROMOTING CULTURE AND INTERCULTURAL DIALOGUE FOR PEACEFUL INTER-COMMUNITY RELATIONS**

Intercultural dialogue can build and promote understanding within and between societies. It helps to demonstrate the value of cultural diversity and human rights.

The EU is creating **European Houses of Culture** in non-EU countries to facilitate the cooperation between EU Member States' cultural institutes.

**EU-Western Balkans Culture programme** as of 2020: culture as an instrument to promote peace, fight against radicalisation through intercultural dialogue, and to strengthen cooperation on cultural heritage and people-to-people contacts and exchanges.

The **"Silk Road Heritage Corridors in Central Asia, Afghanistan and Iran"** programme, worth €3,5 million, strengthens the role of cultural heritage in contributing to prosperity, peace and citizenship building, social cohesion, inter-cultural dialogue and reconciliation.



### **REINFORCING COOPERATION ON CULTURAL HERITAGE**

Cultural heritage is recognised as an important expression of cultural diversity that deserves protection. Rehabilitating and promoting cultural heritage plays a role in the preservation of identity but also boosts economic growth by attracting tourism. It can contribute to social cohesion and peace.

The **European Year of Cultural Heritage (EYCH) 2018** is contributing to the recognition of cultural heritage as a key element in the external relations of the EU. The Western Balkans, Georgia, Iceland, Norway and Switzerland are associated to the Year, and developing numerous national EYCH activities.

**EU programmes are in place aimed at protection of cultural heritage in Syria, Libya and Yemen**, in cooperation with UNESCO in the framework of its programme Unite4Heritage.

Within the framework of the civilian **Common Security and Defence Policy mission EUAM Iraq**, the EU contributes to implementing UN Security Council Resolution 2347 to **strengthen international cooperation in protecting cultural heritage and deprive terrorists of funding through the illicit trafficking of cultural goods**.