



Ministerium für Familie, Kinder,
Jugend, Kultur und Sport
des Landes Nordrhein-Westfalen



The Latvian EU-Presidency

Mrs. Dace Melbārde
Minister of Culture of the Republic of Latvia
K.Valdemara Street 11-a

LV-1364 Riga

March 26 2015

Dear Minister Melbārde,

We understand and welcome the EU Presidency of Latvia's focus on the cross-sectorial cooperation between the cultural and creative sectors and other areas.

Today, we – a European research alliance from leading cultural and creative stakeholders and Universities across Europe – write in support of this priority of the Latvian EU Presidency by proposing a policy action for the conclusions of the Latvian Presidency of the Council of the European Union.

The proposal is built on the:

- EU Council Conclusion of 25 November 2014 to promote better contribution of culture to the overall goals of the Europe 2020 strategy, given the sector's role in achieving smart, sustainable and inclusive growth in areas such as employment, social inclusion, education and training, and particularly in considering "that the transversal dimension of culture fitted well with the cross-sectorial approach of the Europe 2020 strategy and could therefore reinforce the effectiveness of the whole strategy."¹
- principle laid down in the Council Work Plan for Culture (2011-2014) to reinforce the link between the plan and the Council's rotating Presidencies, whereby the promotion of "cultural and creative crossovers" must continue beyond 2015 and be carried out by the next Council presidencies at least until 2020.
- EU Council's opinion that evaluating cultural and creative crossovers with only quantitative measures would miss the unique contributions of the arts and culture in Europe² and thus the;
- subsequent conclusion that research about new qualitative methods to evaluate arts and culture as well as the cultural creative sectors is necessary – especially if its contributions to the EU Agenda 2020 are an agreed goal of Ministers responsible for culture in the EU.

We believe that co-ordinated actions by EU institutions and Member States should take into consideration the contribution of culture, creative industries and their crossovers with other areas (such as employment, innovation, education, social inclusion) and economic growth. Revised EU Agenda 2020 guidelines should encourage the Member States to explicitly address culture as a strategic resource

¹ http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/145953.pdf, page 11

² Ibid

for smart, sustainable and inclusive growth in their National Reform Programmes (NRPs). This will play a key role in enhancing the EU's competitiveness and reducing growing inequalities.

Throughout Europe the arts and culture and creative industries have been challenged to demonstrate their multi-dimensional holistic value to society. A particular challenge has been to isolate the value of public investment and to evidence claims that it supports risk and innovation in the arts and culture and creative industries and beyond. However, their core contribution to European social capital and competitiveness cannot be fully captured through standard qualitative economic measurements of growth and employment. Striking a new balance of quantitative and qualitative evaluation is not new to the wider economy and society but there is no widely agreed way to qualitatively and quantitatively capture impact and to test the causality of public investment in the arts and culture and creative industries.

In 2015 our research alliance, funded and led by Arts Council England, Arts Council of Ireland, Creative England, the European Centre for Creative Economy and the European Cultural Foundation, commissioned an EU-wide research "Preliminary Evidence of Spillover Effects in Europe" about the "crossovers" or spillover effects of the arts and culture into the wider economy and society. The first results of evaluating approximately 100 case studies (projects and activities) and their spillover effects from across Europe show a range of transformational processes and a three dimensional system of impacts (societal, place-related and economic impacts). We will use this preliminary research as a base to identify optimal conditions to enable spillover effects and to list indicators to measure these effects. To date this research:

- is the most comprehensive database on projects with spillover effects in Europe.
- is the first project attempting to analyse the causality of spillover effects and their contribution to the EU Agenda 2020.
- will be the first open-access digital research platform for spillover effects (to be launched in May 2015).

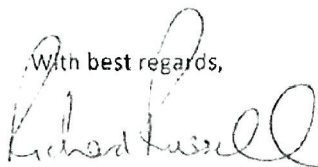
The partners propose for the conclusions of the Latvian EU Presidency of the EU Council, to:

- call on the European Commission and future EU Presidencies to promote the priority on cultural and creative crossovers or spillover effects of the cultural and creative sectors beyond 2015.
- call on the European Commission to tender a multi-annual research project on the qualitative evaluation and measurement of arts and culture and creative industries' spillover effects to lead to a balance of quantitative and qualitative indicators (3 years).
- launch a call for several large-scale demonstrators (5-10) to test innovative qualitative and quantitative measurements of spillover effects.

We believe that the combination of research and large scale demonstrators will create a synergy between science and practice which will contribute a significant degree of knowledge on crossovers or spillover effects to the EU Agenda 2020.

Our research alliance, which also includes a number of renowned academics and academic institutions, will continue to disseminate its research and knowledge in a transparent and collaborative manner to Universities and stakeholders across Europe and would welcome the opportunity to collaborate with the European Council of Culture through the next stage of this research.

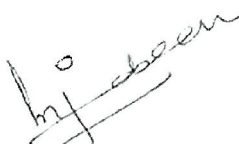
With best regards,



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